

ALVI CORDON

BRAND IDENTITY



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GOAT GARAGE



INTRODUCTION

Welcome to the brand identity presentation for Goat Garage. This presentation is designed to provide a comprehensive overview of the visual and creative direction for your brand. The elements included reflect the GOAT mentality and the genuine, down-to-earth connections you create within the sports, talent management, and marketing world.

This presentation covers:

- Logo Design: A symbol of excellence and grit, featuring the stylized goat icon and modern typography.
- Color Palette: A carefully chosen set of colors—gold, black, and white—that represent victory, hard work, and clarity.
- Typography: A confident, modern sans-serif font that reflects the brand's forward-thinking nature.
- Tagline: A succinct, powerful statement that aligns with Goat Garage's vision.
- Logo Use on Images: Examples of how the logo can be applied to different visual assets, ensuring consistency and impact across various platforms.
- The Logo in Action: Real-world applications of the logo to bring the brand to life in a variety of contexts.

Each of these elements is designed to create a cohesive, powerful brand presence that elevates Goat Garage as a leader in the sports and talent management industry. We are confident this identity will inspire both your team and the individuals you work with.

We look forward to sharing the vision and hearing your feedback.

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LOGO DESCRIPTION

The new Goat Garage logo features a bold and dynamic design that embodies the brand's strength and GOAT mentality. It incorporates two stylised G's—one uppercase and one lowercase—seamlessly integrated with a goat head symbol, representing both the brand's initials and its focus on elevating athletes to legendary status.

The modern, bold typeface enhances the logo's confident and powerful presence, while the goat head symbol serves as a visual representation of greatness and ambition. This design strikes a balance between innovation and tradition, making it instantly recognisable and reflective of Goat Garage's competitive spirit.



HORIZONTAL LOGO V1.0



LOGO DESIGN



LOGO DESIGN



LOGO DESIGN



HORIZONTAL LOGO V2.0



LOGO DESIGN



LOGO DESIGN



LOGO DESIGN



VERTICAL LOGO



**GOAT
GARAGE**

ELEVATING ATHLETES TO LEGENDS

LOGO DESIGN



LOGO DESIGN



LOGO DESIGN

BRAND MARK

LOGO DESIGN



LOGO DESIGN



LOGO DESIGN



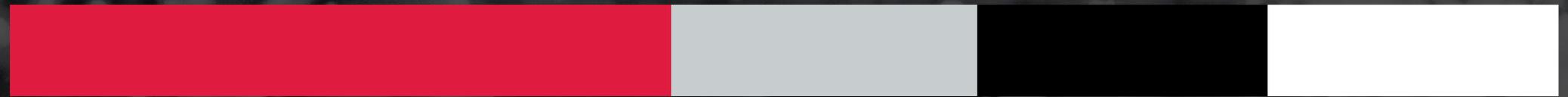
COLOUR PALETTE



COLOUR PALETTE



COLOUR PALETTE



Goat Garage's new colour palette is designed to reflect the brand's bold, energetic, and forward-thinking identity.

- Red symbolises passion, energy, and determination, driving both athletes and the brand toward greatness.
- Light Grey provides balance and modernity, offering a clean, neutral tone that complements the vibrant accents.
- Black and White serve as supporting colours, adding contrast and flexibility, while representing grit (black) and clarity (white), ensuring a polished and versatile visual identity.

Together, these colours create a striking and cohesive brand presence, embodying the energy, grit, and ambition that define Goat Garage.

COLOUR CODES



Primary



Hex: #df1b3f
RGB: 223, 27, 63
CMYK: 0%, 88%, 72%,
13%
HSV: 349°, 88%, 87%
HSL: 349°, 78%, 49%

Secondary



Hex: ##000000
RGB: 0, 0, 0
CMYK: 0%, 0%, 0%,
100%
HSV: 0°, 0%, 0%
HSL: 0°, 0%, 0%

Tertiary



Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%,
0%
HSV: 345°, 0%, 100%
HSL: 345°, 0%, 100%

TYPOGRAPHY



Primary

SUPERTALLS

Secondary

Alias Expanded

Tertiary

Poppins

TAGLINE

ELEVATING ATHLETES TO LEGENDS



This statement encapsulates what Goat Garage stands for and how you work with talent, turning potential into greatness

This tagline is powerful, inspiring, and succinctly captures the essence of what Goat Garage does. It will resonate not only with the athletes you manage but also with the brands you partner with, as it positions Goat Garage as the bridge between talent and legendary status.

We see this tagline as more than just a slogan; it's a reflection of your commitment to excellence, innovation, and long-lasting impact in the sports industry. "Elevating Athletes to Legends" will resonate across all touchpoints, whether it's on your website, marketing materials, or social media. It is memorable, powerful, and speaks to both the athletes you work with and the broader audience watching their journey unfold.

This tagline also seamlessly aligns with your visual identity, reinforcing the GOAT mentality already embedded in your logo design and overall brand aesthetic. It's a phrase that not only captures attention but also embodies the promise Goat Garage makes to athletes: you're not just helping them succeed; you're turning them into legends.

We're confident that this will resonate deeply with your audience, amplifying the prestige and impact of Goat Garage. We're eager to hear your feedback and work together on bringing this vision to life.

PHOTO APPLICATION



To further strengthen the brand identity, the Goat Garage logo has been designed for seamless application across various mediums, including photography. By placing the logo on top of dynamic sports and lifestyle imagery, we create a striking visual connection between the brand and the athletes, talent, and audiences you engage with.

PHOTOGRAPHY



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GOAT GARAGE

ELEVATING ATHLETES TO LEGENDS



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THE BRAND IN ACTION



Goat Garage's brand identity is designed to thrive across every platform and medium. "The Brand in Action" showcases how the logo, colours, and typography come together to create a strong, cohesive presence in real-world settings.

IN SITU



IN SITU



IN SITU



11:52



Goat Garage



Calendar



Photo



Maps



Clock





**GOAT
GARAGE**
ELEVATING ATHLETES TO LEGENDS



Name Surname
Position

Phone number
Email address
Location



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