ROOT WORLDWIDE

BRAND STANDARDS · VERSION 1.1 · SEPTEMBER 4, 2026

Geaux Overhead Door Brand & Identity

Prepared for **Geaux Overhead Door, LLC**

Garage door sales, service, and installation. Northeast Louisiana since 2020.

1413 Natchitoches Street, West Monroe, LA 71292 · 2607 Highway 33, Ruston, LA 71270 · geauxoverheaddoor.com

THE STANDARD IN EIGHT PARTS

01 How to use this

02 The logo system

03 Space and size

04 What breaks the mark

05 Color

06 Type and words

07 Which file to send

08 Approval and control

01 · HOW TO USE THIS

One Mark. Two Backgrounds.

This document controls how the Geaux Overhead Door identity appears everywhere: trucks, signs, shirts, invoices, print ads, sponsorships, social media, and the website. If you are a print shop, a sign maker, or an advertising partner, everything you need is here and in the asset folder that travels with it.

Every approved file was rebuilt from the original vector artwork. Nothing here was traced, redrawn, or exported from a screenshot. The four logo lockups are the same drawing at different levels of detail, and each one comes in two versions: one for dark backgrounds and one for light. Pick by background, not by preference.

> **THE RULE THAT PREVENTS MOST MISTAKES**
>
> Choose the lockup by how much room you have → choose the theme by the background color → choose the file format by the medium → do not modify anything.

WHAT SHIPS WITH THIS DOCUMENT

Four logo lockups
Icon, stacked logo, logo with contact information, and the location lockups. Each in a dark and a light version.

Three file formats each
SVG for screens, PDF for print and sign shops, PNG for anything that will not take vector.

Transparent backgrounds
Every approved file is genuinely transparent. No white box, no black box, no hidden objects.

A regeneration script
Every file can be rebuilt from the one vector master, so the kit never drifts from the source.

WHO TO ASK

Brand approval	**Wade Greene Jr.**, Managing Member, Geaux Overhead Door, LLC. Final say on any use of the name or mark.
Files and artwork	**Root Worldwide, Inc.** Ask us before recreating anything. We will send the correct file same day.
Anything not covered	If this document does not answer it, the answer is not yes by default. Ask first.

> **READ THIS BEFORE SETTING ANY TYPE**
>
> The registered symbol on older Geaux artwork is not currently supported by a federal trademark registration. See part 08. Every approved file in this kit has had the symbol removed for that reason. A matching set that carries it is held separately and is not cleared for use. Do not add a registered symbol to anything.

Four Lockups. One Drawing.

Use the largest lockup the space allows. The icon is not a substitute for the logo when there is room for the logo, and the contact version is not for general use.

Icon, on dark

Square. Avatars, favicons, app tiles, embroidery, anywhere small.

Icon, on light

`geaux-mark-square-on-light`

Stacked logo, on dark

The default. Icon plus name plus tagline, no contact details, so it never goes out of date.

Stacked logo, on light

`geaux-logo-on-light`

THE OTHER TWO

Logo with contact information

Adds phone and web address. For signs, vehicle wraps, and print where the contact details belong inside the artwork. Reissue if a number ever changes. `geaux-logo-full-on-light`

Icon with registered symbol

Held in reserve in the `_Hold` folder, alongside stacked and contact versions that also carry the symbol. Not for use until part 08 is settled. Not square, so it will not drop into square slots. `geaux-mark-r-on-light`

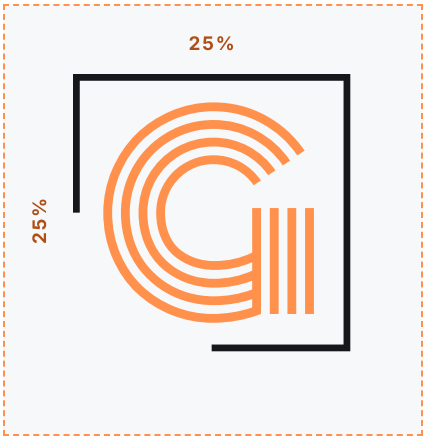
LOCATION LOCKUPS

Separate artwork exists for each shop, carrying that location's address and phone number. Use these only on materials specific to one location. They are older artwork and have a solid black background, so they need a dark field or a reissue. Ask us before using one on a light background.

Give It Room.

The mark is a square frame with an open corner. That opening only reads as deliberate when nothing crowds it. Keep other elements, folds, trim edges, and photographs outside the clear space.

CLEAR SPACE



Minimum clear space on all four sides is 25 percent of the height of the mark. If the icon is one inch tall, keep a quarter inch clear all the way around it.

For the stacked and contact lockups, measure 25 percent of the icon portion, not the whole lockup. When in doubt, give it more room. Nothing is ever hurt by extra space.

This applies to type, rules, photo edges, the edge of a sign panel, and the trim line of a printed piece.

MINIMUM SIZE

Below these sizes the four concentric arcs inside the G begin to close up and the mark turns into an orange blob. The sizes below are shown at actual size on this page.

ICON
0.5 IN PRINT

STACKED LOGO
1.5 IN PRINT

WITH CONTACT
1.75 IN PRINT

On screen	Icon 32 px wide. Stacked logo 150 px wide. Contact version 180 px wide.
Embroidery	Icon only, 1.25 in minimum. The arcs need more room in thread than in ink. Send us the file, do not let the shop digitize from a PNG.
Etch, engrave, one color	Icon only, single color. Ask us for a one-color version rather than converting it yourself.

THE SHORT VERSION

Bigger than the minimum, a quarter of its height in clear space around it, and never squeezed to fit.

Do Not Redraw It.

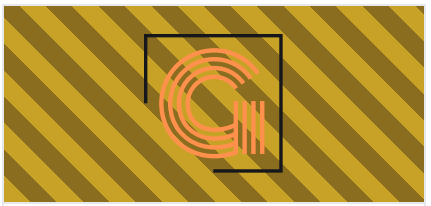
Every one of these has happened to a small business logo. Each example below is the real mark, altered. None of them are acceptable on anything carrying the Geaux name.

NEVER
Stretch or squash. Scale both dimensions together.

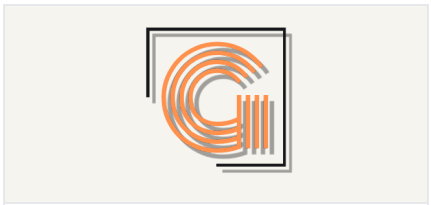
NEVER
Rotate, tilt, or set on an angle.

NEVER
Recolor. The orange is fixed.

NEVER
White on orange. It fails contrast at 2.2 to 1.



NEVER
Place on a busy or clashing background.



NEVER
Add shadows, glows, bevels, or outlines.

ALSO NEVER

- **Do not retype the name.** The words in the logo are outlined artwork, not live text. Setting "Geaux Overhead Door" in a different font next to the icon is not the logo.
- **Do not rebuild the icon.** The four arcs, the three bars, and the frame have fixed proportions. A close approximation is still wrong, and we can tell.
- **Do not use a screenshot or a copy pulled off the website.** Ask for the file. It takes us five minutes.
- **Do not put the logo inside a shape** such as a circle, badge, or rounded box. The frame is already the container.
- **Do not add a tagline, a year, a slogan, or a service list** inside the clear space. Set that type outside it.
- **Do not use the old JPG files with a black box** on a light background. Use the transparent files supplied here.

05 · COLOR

Orange, Black, Almost Nothing Else.

One orange does the work. Everything else is a neutral. Resist adding a second brand color, and never substitute a close orange because a press or a supplier finds it easier.

COLOR	HEX	RGB	CMYK
Geaux Orange The brand color. The G, the wordmark, headlines on dark.	#FF914D	255 145 77	0 / 43 / 70 / 0
Deep Orange Orange text on white or light backgrounds. Never in the logo itself.	#B04E18	176 78 24	0 / 56 / 86 / 31
Black The field the logo was drawn on. Signs, vehicle panels, print.	#000000	0 0 0	0 / 0 / 0 / 100
Ink Dark surfaces on screen, and body text on light.	#16171A	22 23 26	15 / 12 / 0 / 90
Bone The light background. Warmer than plain white, and intentional.	#F6F4EF	246 244 239	0 / 1 / 3 / 4
Warm Gray Secondary text inside the contact lockup only.	#A5A6A5	165 166 165	1 / 0 / 1 / 35
Emergency Red 24 hour emergency messaging only. Never near the logo.	#C2361F	194 54 31	0 / 72 / 84 / 24

Which Pairs Are Legible.

CONTRAST RULES, MEASURED

These are real contrast ratios, not opinions. The threshold for normal size text is 4.5 to 1.

COMBINATION	RATIO	VERDICT
Orange on black	9.41 : 1	Use freely. This is the logo's natural home.
Orange on ink	8.03 : 1	Use freely.
Ink on orange	8.03 : 1	Correct way to set type on an orange button or panel.
Deep orange on white	5.32 : 1	Use for orange text on light backgrounds.
Orange on white	2.23 : 1	**Fails.** Never set body text in Geaux Orange on white.
White on orange	2.23 : 1	**Fails.** Never put white type on an orange fill.

SPOT COLOR AND PANTONE

No Pantone number has been assigned to Geaux Orange. If your process needs a spot color, build to the CMYK values above, or contact Root Worldwide and we will supply a matched number against a physical guide. Do not substitute a Pantone you judge to be close.

06 · TYPE AND WORDS

Inter, And Outlines.

The words inside the logo are artwork. Everything around the logo is set in Inter. That is the whole typographic system, and keeping it that short is the point.

The logo wordmark	Outlined vector artwork with no live text and no font file. It cannot be edited, re-kerned, or retyped. Scale it, do not set it.
All other type	**Inter.** Regular for body, Medium and Semibold for emphasis, Bold for headlines. Free from Google Fonts. Used across the website and every document we produce.
If Inter is unavailable	Substitute in this order: Segoe UI, Helvetica Neue, Arial. Never a condensed, rounded, script, or slab face.
Headline style	Sentence case or title case. Not all caps for long headlines. Tight letter spacing on large sizes.

HOW TO WRITE OUR CONTACT INFORMATION

West Monroe	1413 Natchitoches Street, West Monroe, LA 71292 · **(318) 324-1546** · Monday to Friday, 7:30 AM to 4:30 PM
Ruston	2607 Highway 33, Ruston, LA 71270 · **(318) 224-2178** · Monday to Friday, 9:00 AM to 4:00 PM
Web and email	geauxoverheaddoor.com · wade@geauxoverheaddoor.com
Legal name	**Geaux Overhead Door, LLC.** Use the full legal name on contracts and invoices. "Geaux Overhead Door" is correct everywhere else.
Tagline	Professional. Affordable. Reliable. Three words, three periods, in that order.

CLAIMS WE DO NOT MAKE

Never invite anyone to text those numbers. Both are landlines. "Call or text" is wrong on every piece.

Never say every technician is an employee. Some are dedicated contractors. "Our crews" and "not paid on commission" are fine. "All employees" and "on salary" are not.

Never invent or paraphrase a review. Customer quotes run verbatim from a verified source, with the name as published.

Never promise a free estimate before a routine repair. Service calls are diagnosed and priced on the spot and repaired in the same visit. Written quotes are for new doors and major work.

07 · WHICH FILE TO SEND

Send The Right File.

Most brand damage happens at this step. Someone needs a logo, grabs whatever is nearest, and a low resolution copy with a white box ends up on a sign. Match the medium to the format below.

MEDIUM	FORMAT	WHICH FILE, AND WHY
Sign shop, vehicle wrap, banner Large format	PDF	Vector, scales to any size, opens straight into Illustrator with live paths. Send the contact version if the sign carries a phone number.
Commercial print Brochures, cards, invoices	PDF	Same file. Tell the printer the CMYK build from part 05 and that no Pantone is assigned.
Website and email signature	SVG	Smallest and sharpest at every screen size. Already in use on geauxoverheaddoor.com.
Social profile and avatar	PNG	The square icon. Most platforms crop to a circle, and the square frame survives that crop.
Word, Google Docs, slides	PNG	Transparent background, so it sits on any slide color without a white box.
Embroidery and screen print	PDF	Vector only. Never let a shop digitize from a PNG or a photo of a shirt.
Third party directory Google, BBB, chamber listings	PNG	Square icon, on light, 1024 px. Upload as supplied.

WHERE THE FILES LIVE

```
Geaux Logo files/
  1 Logos (Approved)/ the only files cleared for outside use
    Mark - icon only/
    Logo - stacked/
    Logo - with contact info/
    _Hold - registered symbol/ not cleared, see part 08
  2 Location Lockups/ West Monroe and Ruston, older artwork
  3 Applications/ banner and gift card artwork
  4 Original Artwork/ the vector master and the regeneration script
  5 Working Files (GIMP)/ editable sources, internal
  6 Vendor Originals/ kept for provenance, superseded, do not send out
  7 Not Brand Material/ product photos and scans that were filed here by mistake
```

File names follow one pattern: `geaux-[lockup]-[theme].[format]`. For example `geaux-mark-square-on-light.pdf` is the square icon, for light backgrounds, as vector PDF. If a file name does not match that pattern, it is not an approved file. The same approved files, the logo pack as one ZIP, and the current version of this guide are online at `geauxoverheaddoor.com/brand`.

Ask Before You Print.

Controlling a brand is mostly one habit: nothing carrying the Geaux name goes to production without someone looking at a proof. That habit costs a day and saves reprints.

01 **Request the file**

Contact Root Worldwide with the medium and the finished size. Do not use a file you already have on hand unless you can confirm it came from this kit.

02 **Send a proof back**

A PDF proof, a photo of a sample, or a screen mockup. For anything installed on a building or a vehicle, we want to see it before it is cut.

03 **Get written approval**

Email is enough. Approval comes from Wade Greene Jr. or from Root Worldwide acting on his behalf. Verbal approval on a job site does not count.

04 **Send back the final artwork**

Whatever the shop produced goes back into the brand folder so the next vendor starts from the right file.

TRADEMARK STATUS, AS OF SEPTEMBER 4, 2026

Older Geaux artwork carries a registered symbol. A direct search of the United States Patent and Trademark Office register on September 3 and 4, 2026 found **no federal registration and no pending application** for "Geaux Overhead Door", under the company name, under the prior owner's name, or under any close spelling.

In the United States the registered symbol is reserved for federally registered marks. The correct symbol for an unregistered mark is a small TM. A Louisiana state registration, if one exists, does not change this.

Until this is resolved: use the supplied files, which carry no registered symbol, and do not add one. This is a flag for the company's attorney to close out, not a legal opinion from Root Worldwide. Registering the mark is inexpensive relative to the cost of losing it, and we recommend it.

WHO MAY USE THE MARK

Employees and crews	On company materials, uniforms, and vehicles, using approved files.
Vendors and printers	Only for work commissioned by Geaux Overhead Door, and only for that job.
Suppliers and partners	Written permission per use. A dealer or manufacturer listing is not automatic permission.
Anyone else	No. Report unauthorized use to Root Worldwide.

DOCUMENT CONTROL

What Changes, And When.

This document is versioned. Quote the version number when you reference it, and check that you are working from the current one before sending anything to production.

Document	Geaux Overhead Door, Brand and Identity Standards
Current version	**Version 1.1**, issued September 4, 2026
Owner	Root Worldwide, Inc., on behalf of Geaux Overhead Door, LLC
Approver	Wade Greene Jr., Managing Member
Review cycle	Annually, or on any change to the logo, colors, locations, phone numbers, or trademark status
Source of truth	The HTML source in the client `Marketing/_source` folder. The PDF is printed from it. Edit the source, never the PDF.

VERSION NUMBERING

Minor version (1.0 to 1.1)	Wording, added examples, corrections, new file formats. No change to the mark, the colors, or the rules.
Major version (1.x to 2.0)	Any change to the logo artwork, the color values, the approved lockups, or the trademark position. A major version retires every earlier version.
Superseded versions	Are not valid for production. Destroy or archive old PDFs when a new one is issued.

REVISION HISTORY

VERSION	DATE	WHAT CHANGED
1.0	Sep 4, 2026	First issue. Logo system rebuilt from the original vector master into four lockups in two themes, all with transparent backgrounds. Color palette documented with measured CMYK and contrast values. File format matrix, clear space and minimum sizes, misuse rules, copy and claim rules, approval process, and the trademark advisory added.
1.1	Sep 4, 2026	West Monroe hours corrected to 7:30 AM to 4:30 PM, matching the Google listing. The approved files and this guide are now also published at geauxoverheaddoor.com/brand. No change to the mark, the colors, or the rules.

OPEN ITEMS FOR THE NEXT REVISION

Trademark filing decision and the resulting symbol usage. A Pantone match for Geaux Orange if spot color is ever needed. A one color version of the icon for etching and embroidery. Reissued location lockups with transparent backgrounds.

Questions about anything in this document, or to request files, contact Root Worldwide, Inc., West Monroe, Louisiana. Brand approval rests with Geaux Overhead Door, LLC.