Using Genelec's brand logos, colours and typography

GENELEC®

Brand Logo

This is the Genelec brand core logo. It is the face of our brand and acts as a signature and a mark of quality. It should always be the most consistent component in all communications. In order to maintain this consistency, a few simple guidelines should be followed.

Colour

The colour options for our logo are Green, Black and White. The logo is intended to be used either on white, black or green backgrounds.

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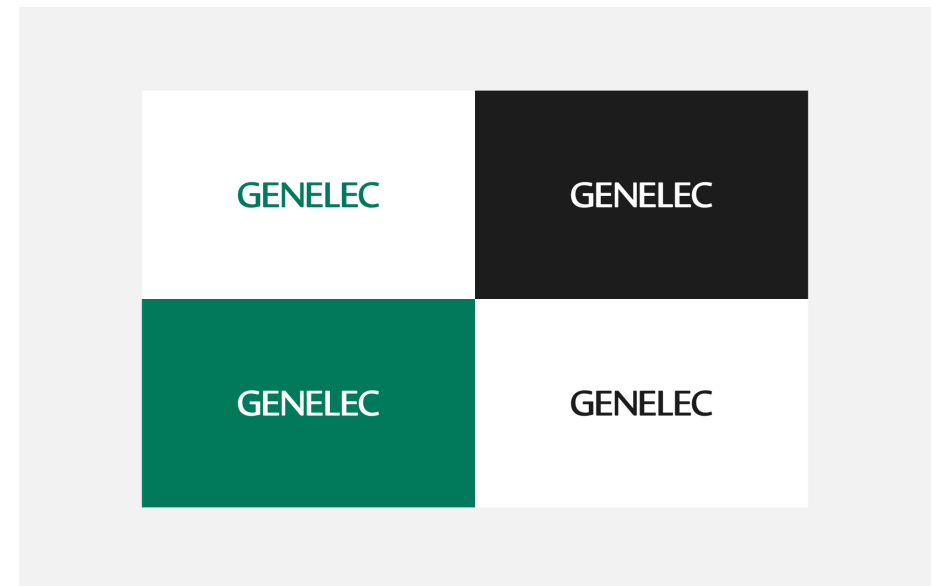
The brand logo may also be placed over an image. In this case, use the white logo and an image that:

- Represents our brand correctly by being perceptively pure, enthusiastic, precise and minimalist.
- Appears dark enough to effectively contrast the white logo.
- Contains a large, smooth area of uniform colors in which the logo is placed for optimum visibility.

Sizing

To maintain full legibility, please do NOT reproduce our brand logo at any width below 20 mm (for print) or 100 px (for screen), in any case. The logo should be clearly visible and proportionate in relation to the page size. It should never be the most dominant element presented.

Isolation (Safe area)

A safe area around our brand logo is essential for legibility and hierarchy. The safe area is defined in relation to the vertical and horizontal size of the Genelec brand logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the brand logo, while the horizontal measurement is used for the minimum isolation distance on either side of the logo. This isolation distance applies to both the logo's position relative to the trim and to any other elements.

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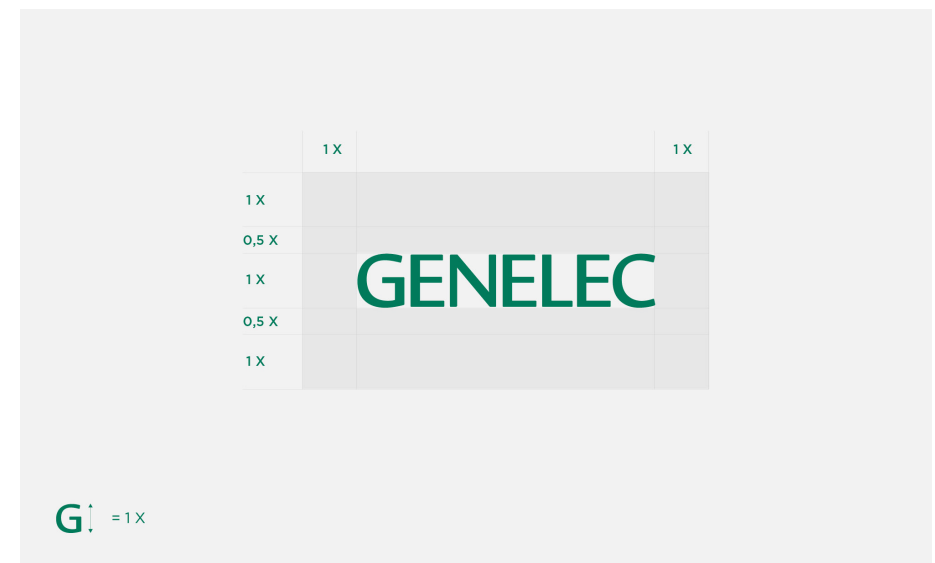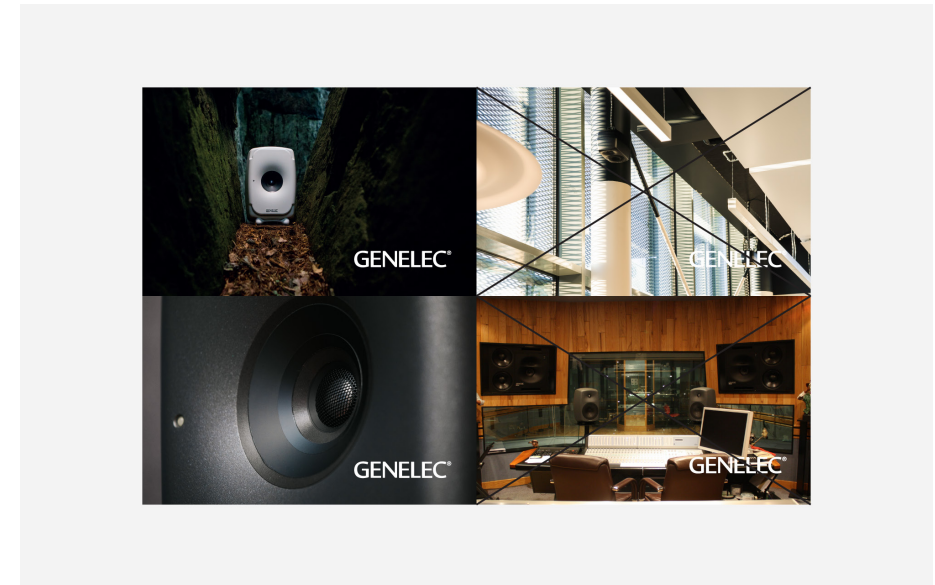
Positioning

Our brand logo can be aligned left, right or centrally in a layout while taking into account our restrictions concerning the safe area around it. After alignment, the logo should always be placed as close to the bottom of the layout as possible with respect to the required margins.
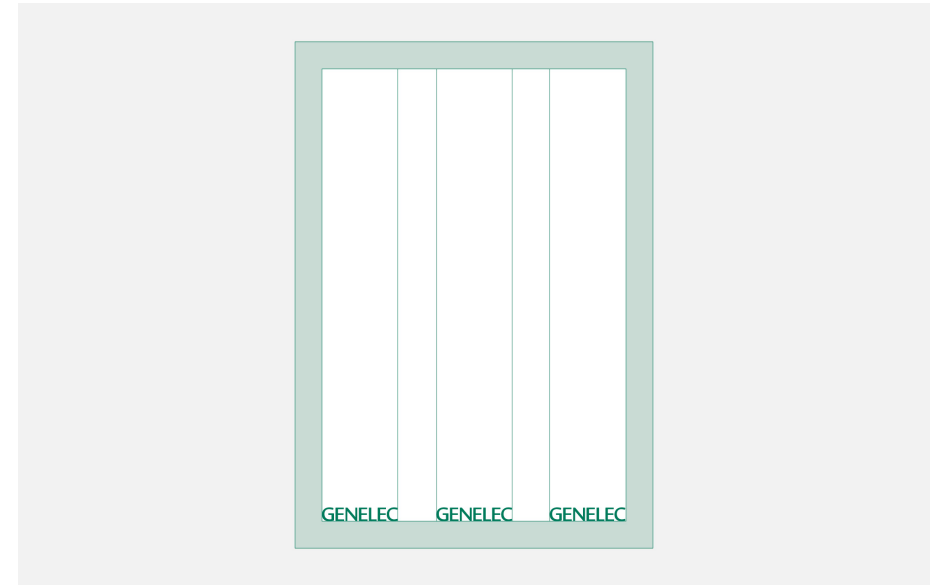
Improper usage

In order to maintain consistency with the brand communications please DO NOT do any of the following to our brand logo:

- Change its colour.
- Distort or change its proportions.
- Rotate it.
- Crop it.
- Contain it inside other elements.
- Add shadows or other effects to it.

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Logo with Slogan

This alternative version of the Genelec logo includes our brand slogan, The Sonic Reference. As with our main brand logo, simple guidelines are necessary to ensure consistent usage.

Colour

The colour options for our logo are Green, Black and White. The logo is intended to be used either on white, black or green backgrounds.

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the sonic reference

GENELEC®
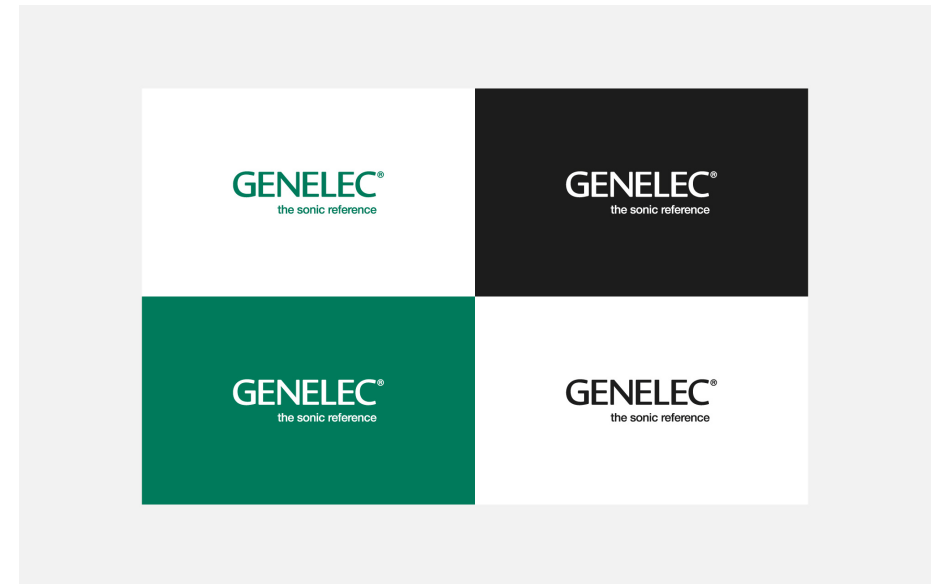
The slogan-accompanied logo may also be placed over an image. In this case, use the white logo and an image that:

- Represents our brand correctly by being perceptively pure, enthusiastic, precise and minimalist.
- Appears dark enough to effectively contrast the white logo.
- Contains a large, smooth area of uniform colors in which the logo is placed for optimum visibility.

Sizing

To maintain full legibility, please do NOT reproduce our slogan-accompanied logo at any width below 30 mm (for print) or 150 px (for screen), in any case. The logo should be clearly visible and proportionate in relation to the page size. It should never be the most dominant element presented.

Isolation (Safe area)

A safe area around our slogan-accompanied logo is essential for legibility and hierarchy. The safe area is defined in relation to the vertical and horizontal size of the Genelec brand logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the slogan-accompanied logo, while the horizontal measurement is used for the minimum isolation distance on either side of the logo. This isolation distance applies to both the logo's position relative to the trim and to any other elements.
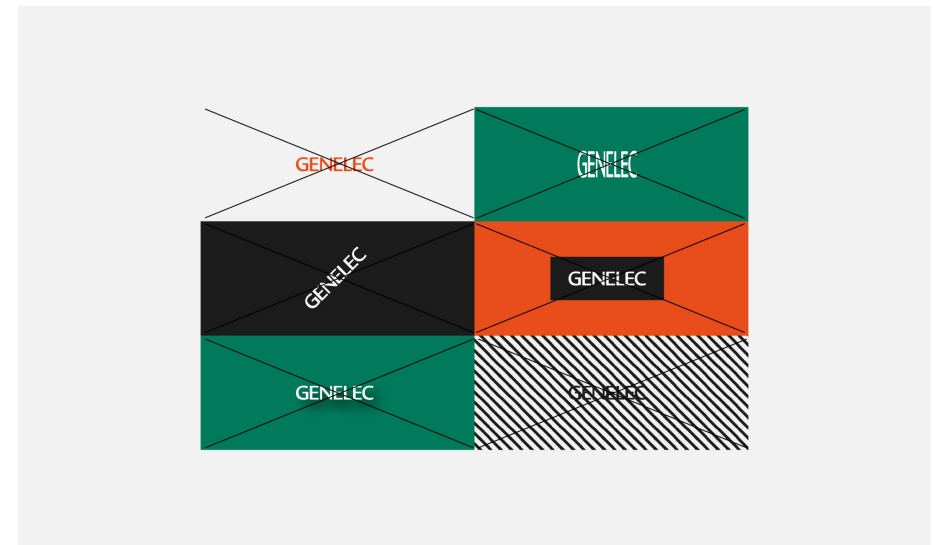
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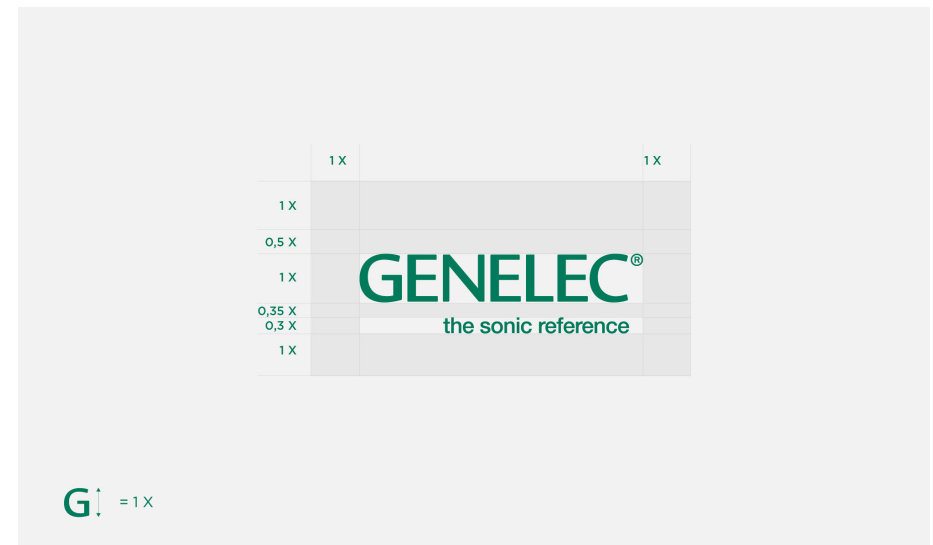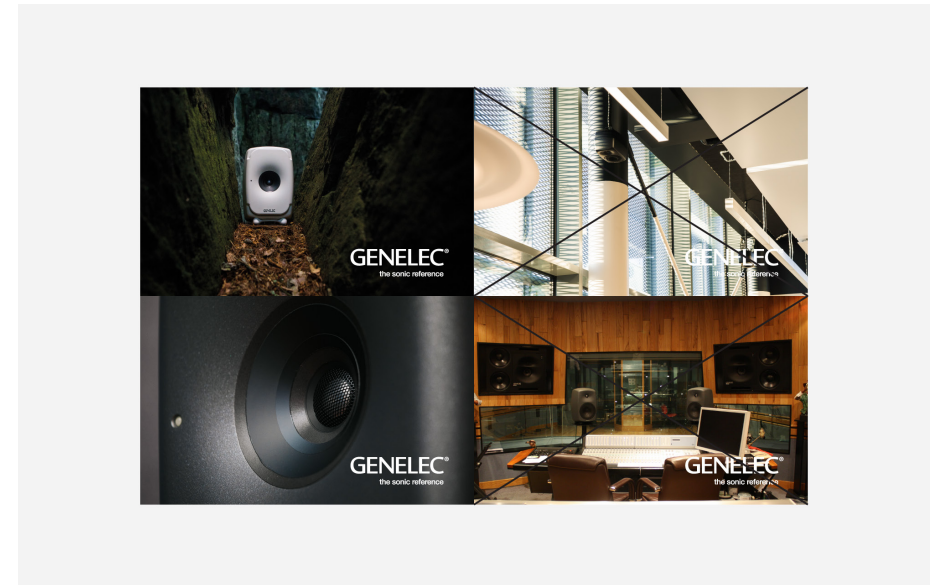
Positioning

Our slogan-accompanied logo can be aligned left, right or centrally in a layout while taking into account our restrictions concerning the safe area around it. After alignment, the logo should always be placed as close to the bottom of the layout as possible with respect to the required margins.
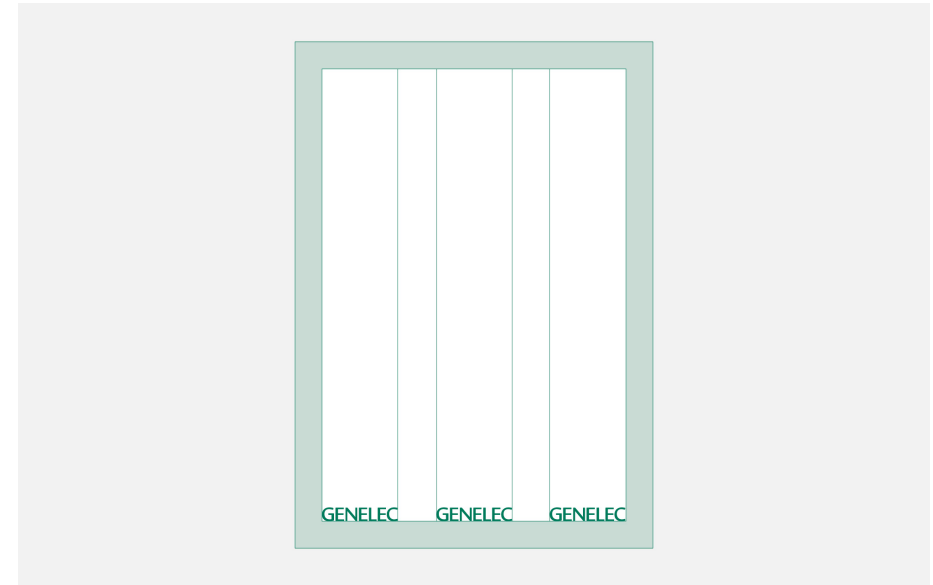
Improper usage

In order to maintain consistency with the brand communications please DO NOT do any of the following to our slogan-accompanied logo:

- Change its colour.
- Distort or change its proportions.
- Rotate it.
- Crop it.
- Contain it inside other elements.
- Add shadows or other effects to it.

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Brand Colours

The primary Genelec brand colours are green, black and white. The secondary colours are light grey, dark grey for Professional Audio Monitoring segment and sand for Home Audio segment. The specific colour codes are detailed below. The brand colours should operate as the primary fill colours for all the graphic elements across Genelec communications.
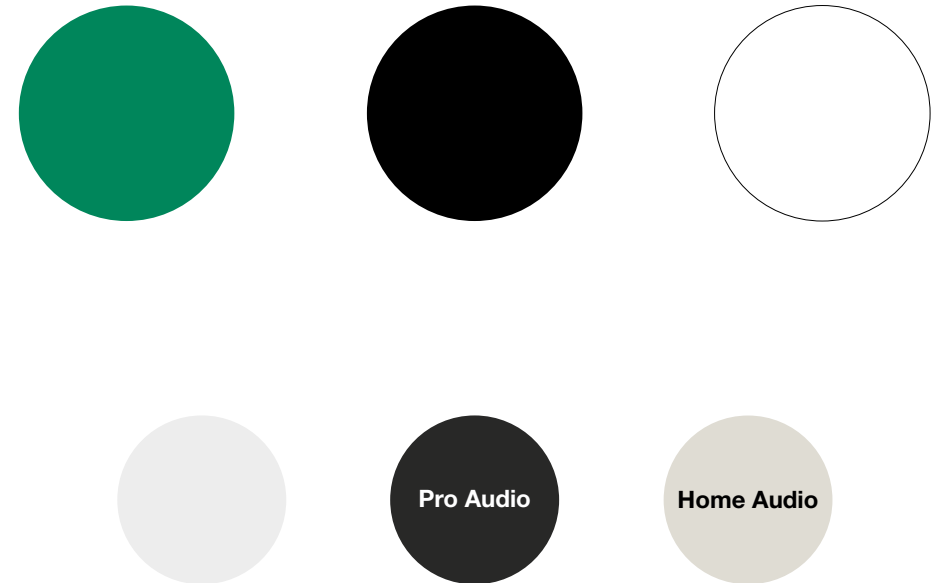
Genelec Green

RGB
R 0 | G 134 | B 91
#00865b

CMYK
Coated C 95 | M15 | Y75 | K 15
Uncoated C 100 | M 0 | Y 90 | K 15

Pantone
Coated 2419C
Uncoated 2418U

RAL
R2 Design 160 40 45
K5 Classic 6036 Pearl Opal Green

Black

R 0 | G 0 | B 0
#000000
C 0 | M 0 | Y 0 | K 100

White

R 255 | G 255 | B 255
#ffffff
C 0 | M 0 | Y 0 | K 0

Light grey
R 230 | G 231 | B 232
#e6e7e8
C 0 | M 0 | Y 0 | K 10

Dark grey for Professional Audio Monitoring segment
R 29 | G 29 | B 29
#1d1d1d
C 0 | M 0 | Y 0 | K 95

Sand for Home Audio segment
R 228 | G 225 | B 217
#e4e1d9
C 15 | M 12 | Y 18 | K 0

Pro Audio

Home Audio

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Brand Typography

The Genelec visual identity is based on the Helvetica Neue LT Std typeface and its four cuts. It's a version of Helvetica that has been redrawn by Linotype in the 1980s. Several differences in alignment have been corrected, subtle features made consistent, and all the weights and widths work together as one family.

Helvetica Neue LT Std is the typography that should be used across all Genelec print, website and digital formats. It can be applied in four weights: 75 Bold, 65 Medium, 55 Roman and 45 Light.

75 Bold

Aa

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890

65 Medium

Aa

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890

55 Roman

Aa

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890

45 Light

Aa

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890

Basic elements of Genelec typography

The guidelines for applying the different weighted typographies in Genelec communications are displayed on the bottom right hand side of this page. The specific typographic weights should NOT be applied differently than stated in the guidelines.

Heading: Helvetica Neue LT Std, 75 Bold
—

Eros et accumsan et iusto odio dignissim qui blandit

Lead text: Helvetica Neue LT Std, 55 Roman
—

Duis autem vel eum iriure dolor in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

Body copy: Helvetica Neue LT Std, 55 Roman
—

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sub heading: Helvetica Neue LT Std, 75 Bold
—

Ut wisi enim ad minim veniam, quis nostrud
Exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Highlight text: Helvetica Neue LT Std, 65 Medium
—

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Quote text: Helvetica Neue LT Std, 75 Bold
—

"
Duis autem vel eum iriure dolor in hendrerit in vulputate
"

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Office Typography

When projects are created on workstations and software not suitable for professional level graphic production, the preferred font to use is Arial.

Arial, Bold

Aa

**ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890**

Arial, Regular

Aa

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890

Arial, italic

Aa

*ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu
1234567890*

Heading: Arial, Bold
—

Eros et accumsan et iusto odio dignissim qui blandit

Lead text: Arial, Regular
—

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

Body copy: Arial, Regular
—

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sub heading: Arial, Bold

Ut wisi enim ad minim veniam, quis nostrud
Exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugait nulla facilisi

Highlight text: Arial, regular
—

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Quote text: Arial, Regular
—

"

Duis autem vel eum iriure dolor in hendrerit in vulputate

"

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