Visual guideline

JULY 2015

GENELEC®

Content

Keywords

Pure

Enthusiastic

Precise

Minimalist

Basic elements of Genelec visual identity

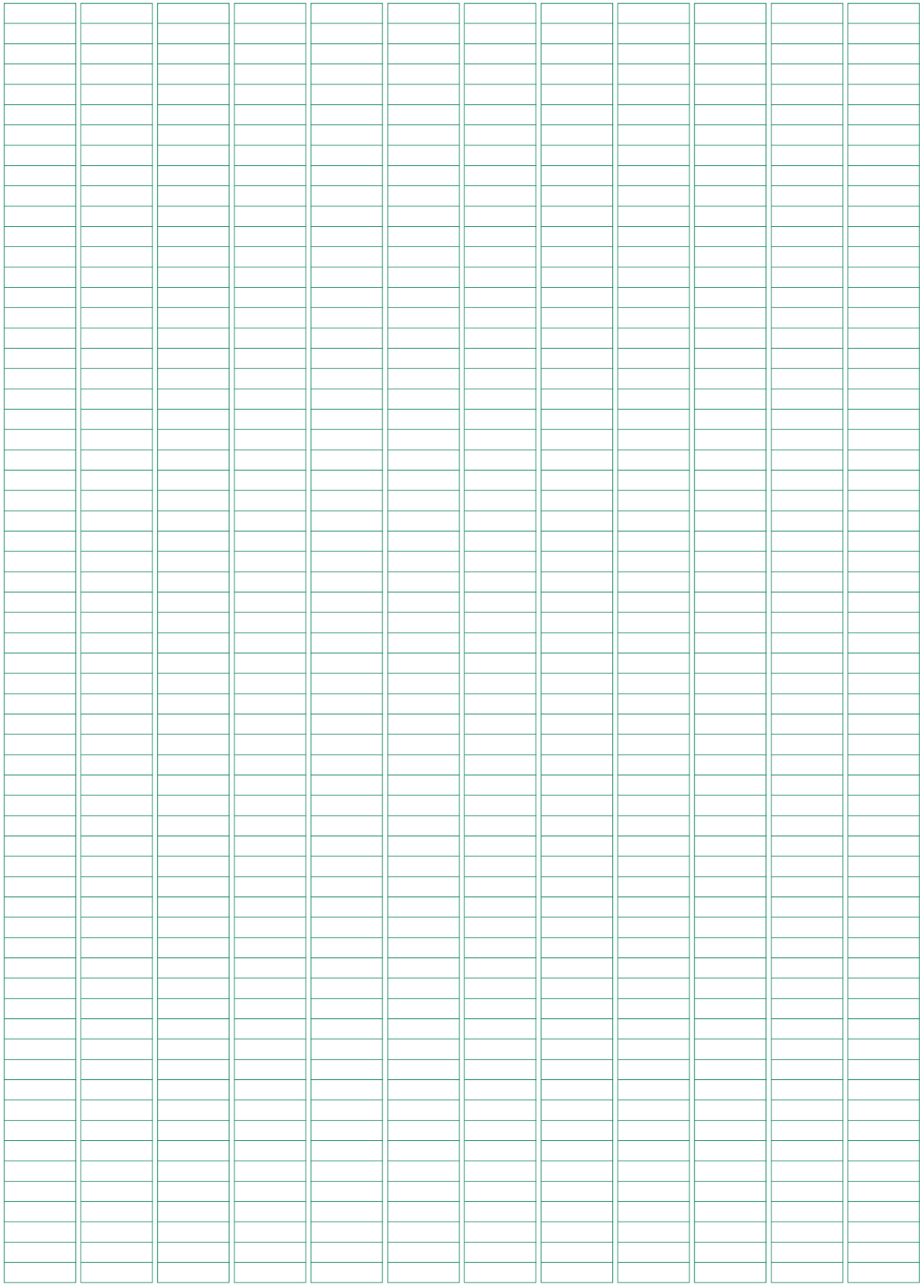
Grid

A grid ensures that the composition and the proportions of different elements work in harmony. Using grids also makes the work process fast and efficient.

It is a visual system, that lies behind all Genelec graphic applications. On the next page you can see the grid used in the guideline at hand.

Here are some examples of grids and how to apply them:

1. Positioning and sizing all graphic elements along a uniform page grid, consisting of a vertical column grid and a horizontal baseline grid.
2. Positioning text on a baseline grid.
3. Building a proportional system from the font sizes and line spacing of different typographic elements. Most typically it is based on 24 points and its fractions.



Genelec logo

The Genelec logo has been in use since 1978. The logotype is modified from a sans serif originally designed by Ronald Arnholm. Only use logo files authorized by Genelec.

The preferred colour is Genelec green. The smallest sizes are 20 mm or 100 pixels of width.

Place logo on a photo only as a last resort option. In such cases, choose a dark and uncluttered image.

On white

GENELEC®

On black

GENELEC®

On Genelec green

GENELEC®

On photo

Genelec logo
with slogan

Whenever needed, the Genelec slogan ”The sonic reference” can be placed below the Genelec logo. The safety area remains the same.

The preferred colour of both logo and slogan is Genelec green. The smallest sizes are 30 mm or 150 pixels of width.

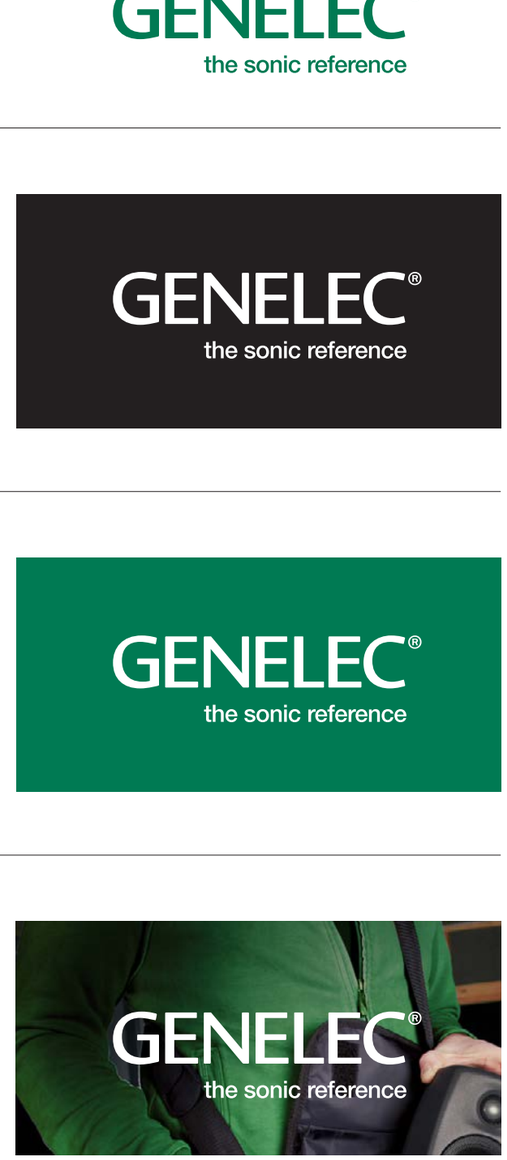
Place logo on a photo only as a last resort option. In such cases, choose a dark and uncluttered image.

On white

On black

On Genelec green

On photo



Genelec logo
Safety area and placement

No elements are allowed within the marked safety area.

Generally, the logo is aligned to bottom right and leaves considerable space to the upper edge. In the web, the logo is aligned to top left.

Safety area

Slogan

Helvetica Neue LT Std Medium
In Genelec green
Kerning –20%

Placement

On paper

Digital applications

Colours
Genelec green

The Genelec green is our brand colour and it has been carefully selected.

When working with colours, up-to-date colour reference tools should be used. Whenever possible, use Pantone® approved color books and swatches.

CMYK

Coated	**C 95**	**M 30**	**Y 75**	**K 5**
Uncoated	**C 82**	**M 9**	**Y 94**	**K 9**

Pantone Matching System

Coated	**341 C**
Uncoated	**356 U**

Screen

RGB	**R 0**	**G 122**	**B 83**
HTML	**007a53**		

RAL

D2 Design	**160**	**40**	**45**
K5 Classic	**6036 Pearl Opal Green**		

Colours
Other colors

The grey shades have a major stake in Genelec's visuals.

Black

Raster **100 %**

Black

Raster **55 %**

Black

Raster **20 %**

Typography

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

When applications are created on workstations and software not suitable for professional level graphic production, use any of these fonts, in preferred order:

1 Helvetica Neue LT Std
2 Helvetica Neue
3 Arial

Helvetica Neue LT Std

75
Bold

65
Medium

55
Roman

56
Italic

45
Light

Photography
Professional monitoring

Genelec professional monitoring products present high end industrial design. With dramatic light and strong shadows they can be made to look very aspirable.

When organizing a session with a photographer, please ensure that the images can be used in both portrait and landscape formats.

Please consult a professional reprographer when generating print files (CMYK) from photographers' original display (RGB) files.

Photography
Professional monitoring

Genelec professional monitoring products present the highest quality and technology. With a carefully selected background, composition, set of props and lighting, they can tell almost any story imaginable.

When organizing a session with a photographer, please ensure that the images can be used in both portrait and landscape formats.

Please consult a professional reprographer when generating print files (CMYK) from photographers' original display (RGB) files.

Advertising

Photography
Home audio

Genelec home audio products present high end industrial design, superb sound quality and user friendliness. The appearance of white and black separates the home audio range from the dark grey professional range.

Main tonality is white. The environment where the products appear is scandinavian and minimalist.

When organizing a session with a photographer, please ensure that the images can be used in both portrait and landscape formats.

Please consult a professional reprographer when generating print files (CMYK) from photographers' original display (RGB) files.

Product

Product + environment

Soundwave pattern

The form of the pattern is derived from an actual soundwave.

It is designed to have a lot of depth, so that it would endorse the flat and minimalist typography and graphics.

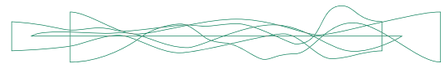
This pattern can be used in any application as a decorative element. It can be forever replicated horizontally. However, its dimensions are not to be touched.

Layer 1

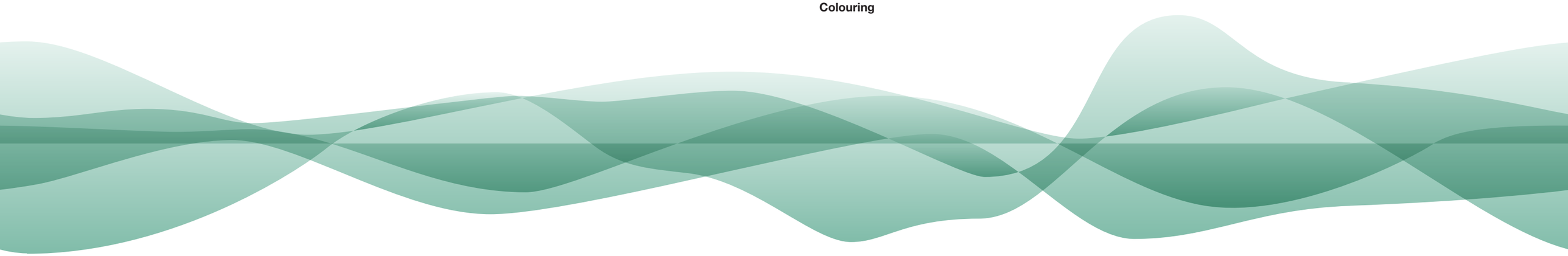
Layer 2

Layer 3

All layers



Horizontal replication



Colouring

Icons
Technological specification

These icons ensure a visual approach that is less text oriented, quicker to read and visually more appealing. The explanations can be found on the following page.

The icons are designed to work mainly without a written explanation.

In order to work on screens and in small print sizes, the design in based on a pixel grid.

Maximum sound pressure level

Amplifier power

Free field frequency response

Dimensions

Accuracy of frequency response

Weight

Sample rate

Connections

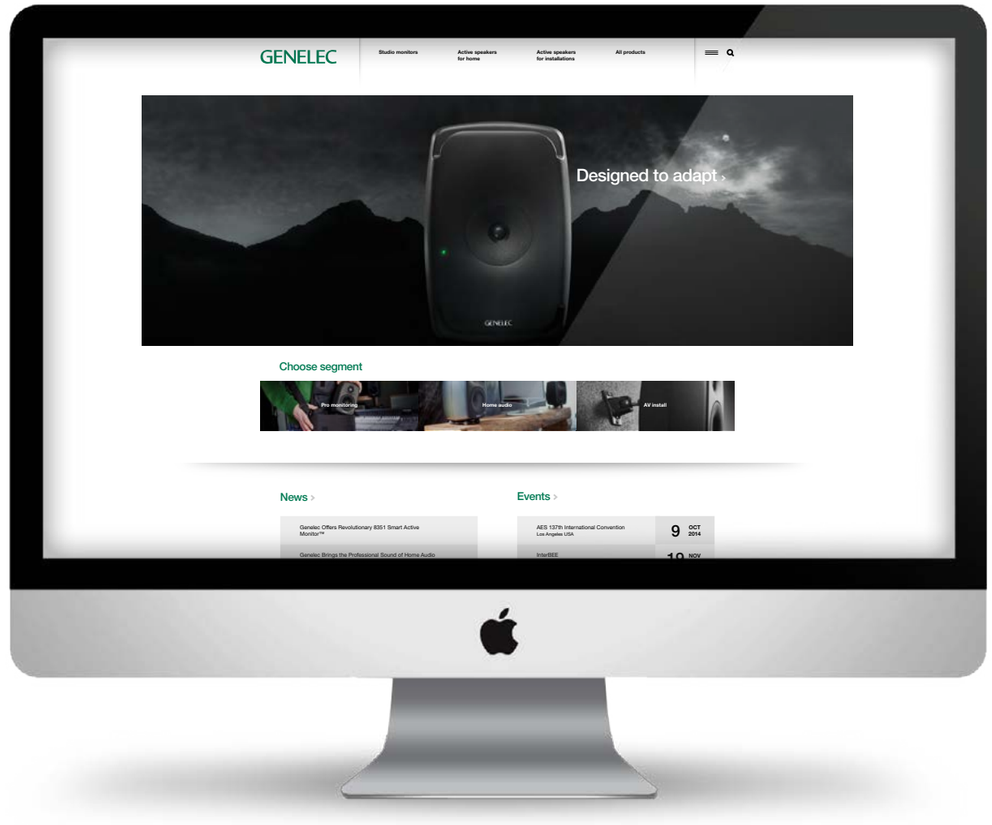
Drivers

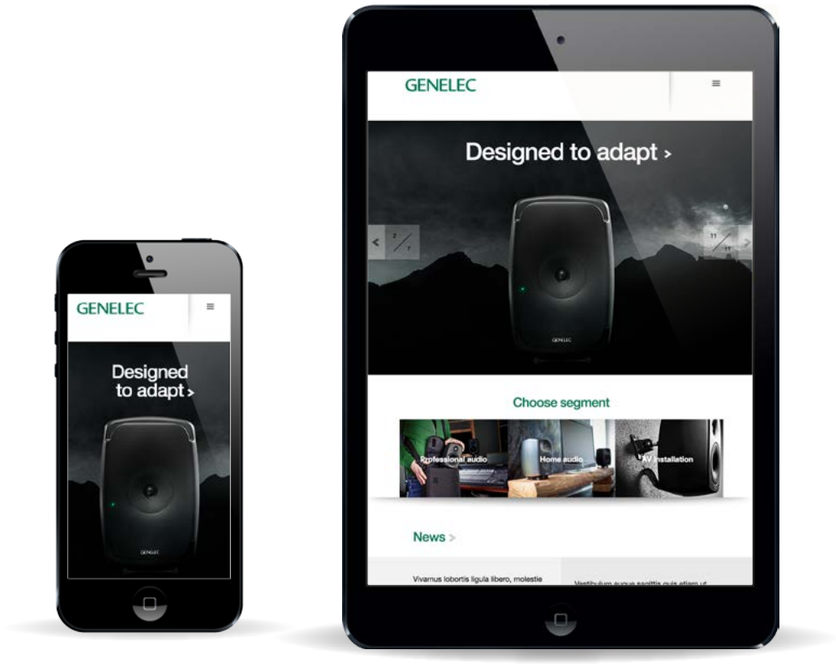
Website

The new Genelec.com website design will be introduced during year 2015.

The web pages are very product and client oriented. All vital information is easily accessed.

The design is based on a grid of 12 vertical columns, designed to adapt from smartphone screens to desktop displays. The limited set of graphic elements and typographical styles ensures a uniform, harmonious look and easy updating.

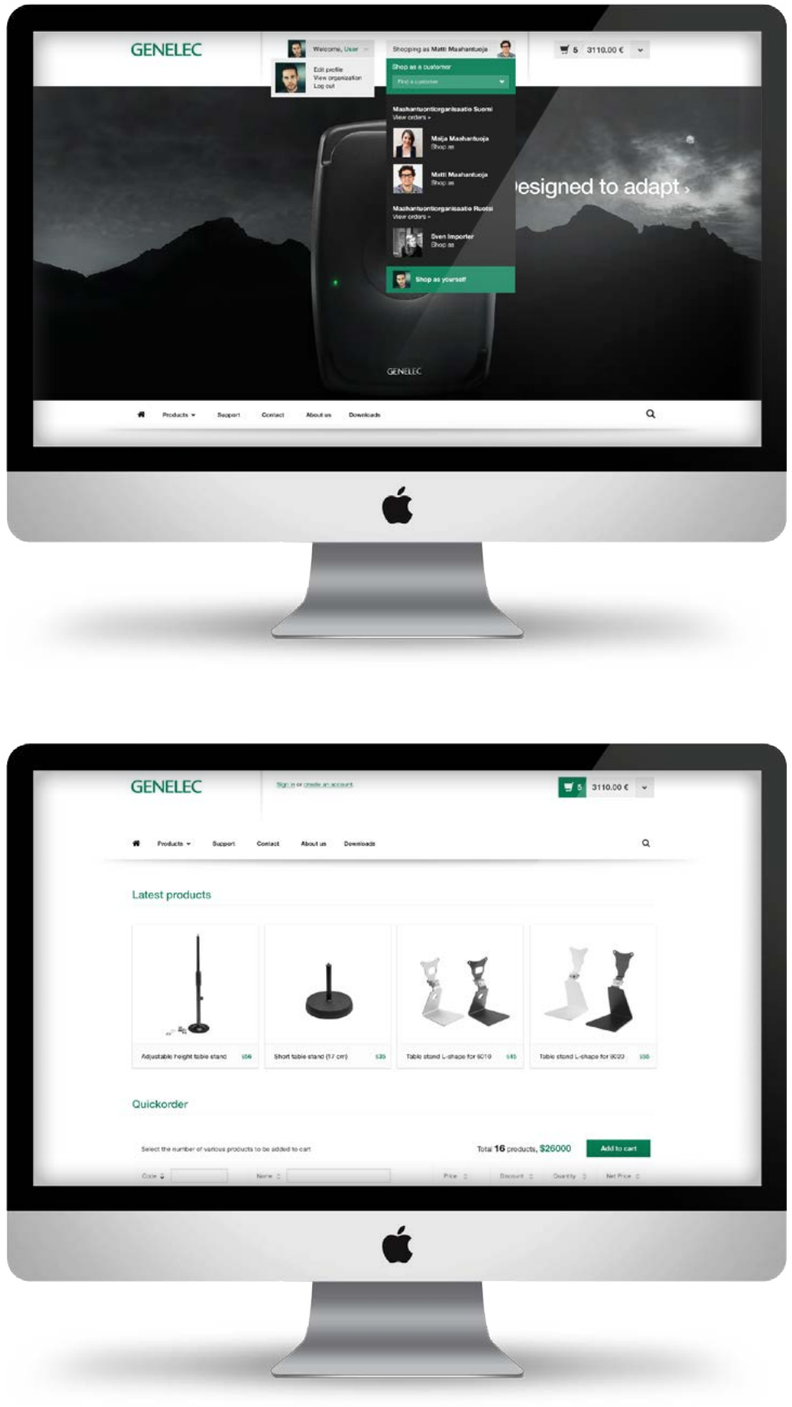




Customer portal

This is a closed, browser based, web store for authorized importers and dealers of Genelec products.

It is still under construction, and will be designed according to the new look of Genelec.com, using same graphic elements and base grid.



Web banners

A simple, calm visual approach works best. Please take into consideration the overlapping user interface elements.

Choose images that allow tight cropping or have the horizontal background widened by a professional Photoshop operator.

Genelec.com

Facebook

Twitter

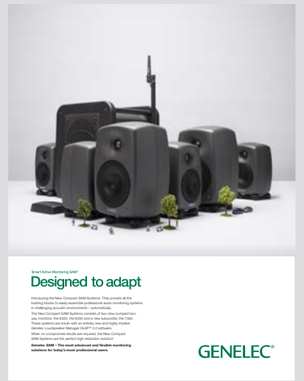
Print ads
Overall look

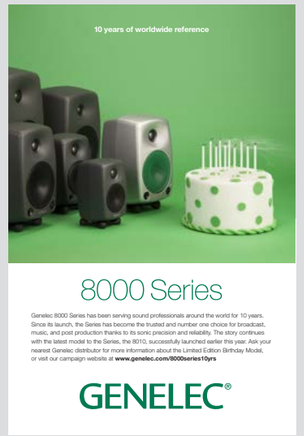
The product is always in the limelight, and links the product at hand with a desired emotion. Genelec products can be dramatic, clever or humorous.

Strong attention should be paid to the combination of main image and headline.

Please keep body text and all additional information below main headline short and typographically uniform.

The print ads are based on an easy-to-use visual grid, introduced on the following pages.





Print ads
Grid

Ads in full and half page sizes are built along this guideline.

The image area is kept free of headlines and other info, with only two exceptions:

1. Phrases such as “10 years of worldwide reference” that are used as an anniversary slogan for a product series.
2. Vital info splashes such as “Meet us at expo area N” that are used to communicate Genelec’s event presence.

The main headline should be designed into a logotype-like typographical entity, using the Helvetica Neue LT Std font weight range. Body text is set in 55 Roman, while web links are set in 55 Bold.

If the text area is insufficient, an extended, text-heavy version is introduced on the next page.

Sizes smaller than this are based on a slightly different grid, introduced on the spread after next spread.

Portrait
Full page

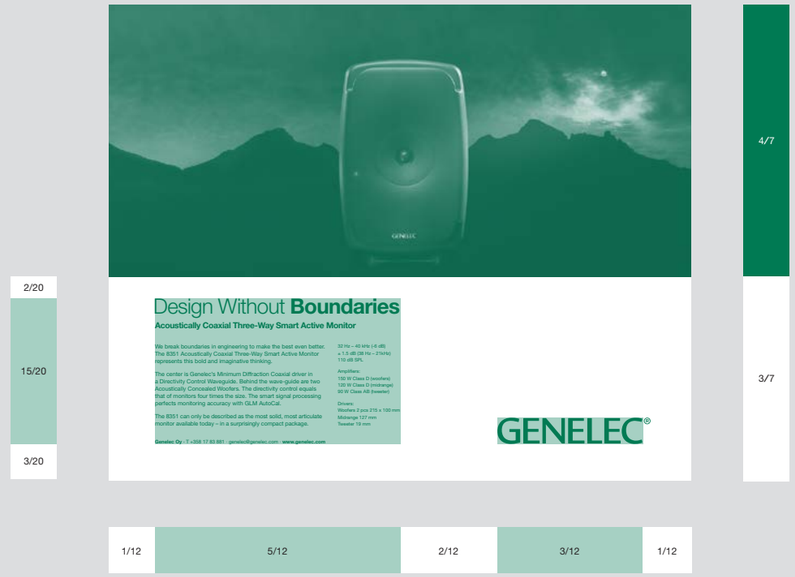
Landscape
Half page

Print ads
Grid

Ads in full and half page sizes that have a long text or contain a lot of different levels of typograhy data are built along this grid.

Portrait
Full page

Landscape
Half page



Print ads
Grid

Ads smaller than half page size are built along this guideline.

Please note that sizes bigger than this are based on a slightly different grid, introduced on the following spread.

The image area is kept free of headlines and other info, with only two exceptions:

1. Phrases such as “10 years of worldwide reference” that are used as an anniversary slogan for a product series.
2. Vital info splashes such as “Meet us at expo area N” that are used to communicate Genelec’s event presence.

The main headline should be designed into a logotype-like typographical entity, using the Helvetica Neue LT Std font weight range. Body text is set in 55 Roman, while web links are set in 55 Bold.

Portrait
Smaller than half page

Landscape
Smaller than half page

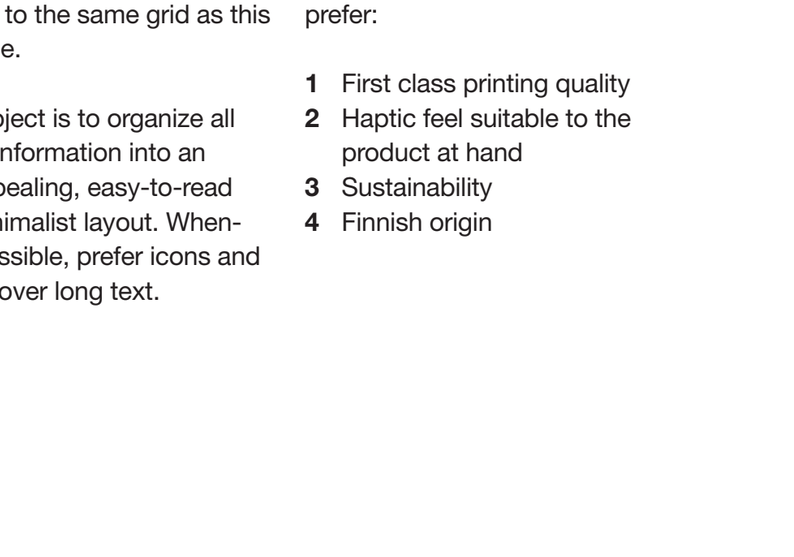
Brochures

Brochures are designed according to the same grid as this guideline.

Main object is to organize all crucial information into an eye-appealing, easy-to-read and minimalist layout. Whenever possible, prefer icons and graphs over long text.

As for the choice of material, prefer:

1. First class printing quality
2. Haptic feel suitable to the product at hand
3. Sustainability
4. Finnish origin



Miscellaneous applications

A

Coffee mug

Training academy

GENELEC Training Academy

Shop-in-shop stand

Taxi