

Visual guideline

JULY 2015



GENELEC®

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Pure

Enthusiastic

Precise

Minimalist

A high-contrast, black and white close-up photograph of a Genelec speaker. The focus is on the speaker's grille, which features a fine, hexagonal mesh pattern. The word "GENELEC" is embossed in a clean, sans-serif font on the dark, curved surface of the speaker's body, just below the grille. The lighting creates strong highlights and shadows, emphasizing the textures and curves of the device.

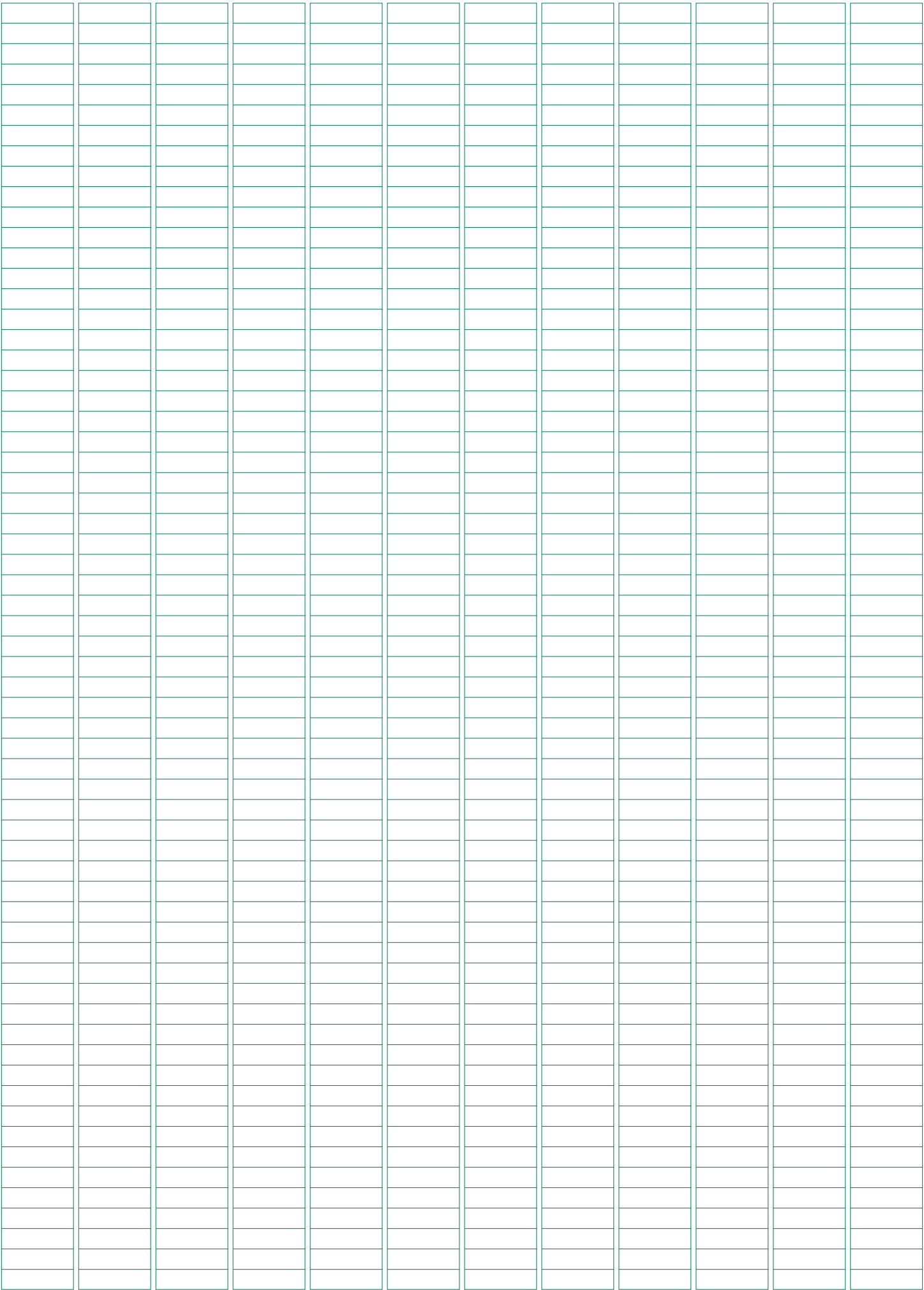
GENELEC

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.



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



On black



On Genelec green



On photo



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. When-ever 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		

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



Black

Raster 100 %



Black

Raster 55 %

Black

Raster 20 %

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

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.

Product

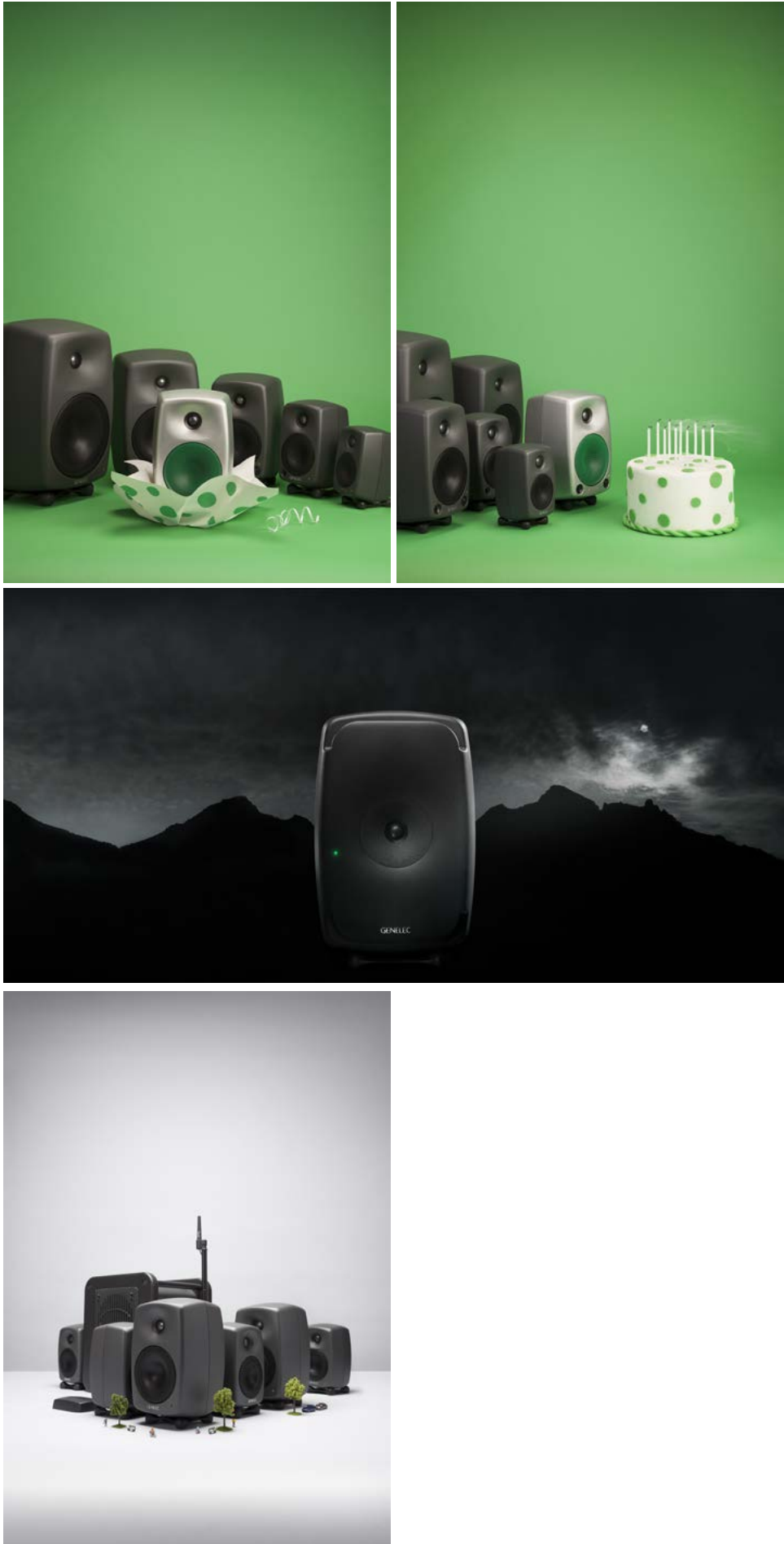


Genelec professional monitoring products present the highest quality and technology. With a carefully selected background, composition, set of props and lighting, they can tell almost any story imaginable.

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



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 sound-wave.

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



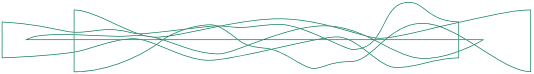
Layer 2



Layer 3



All layers



Horizontal replication



Colouring



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 is based on a pixel grid.



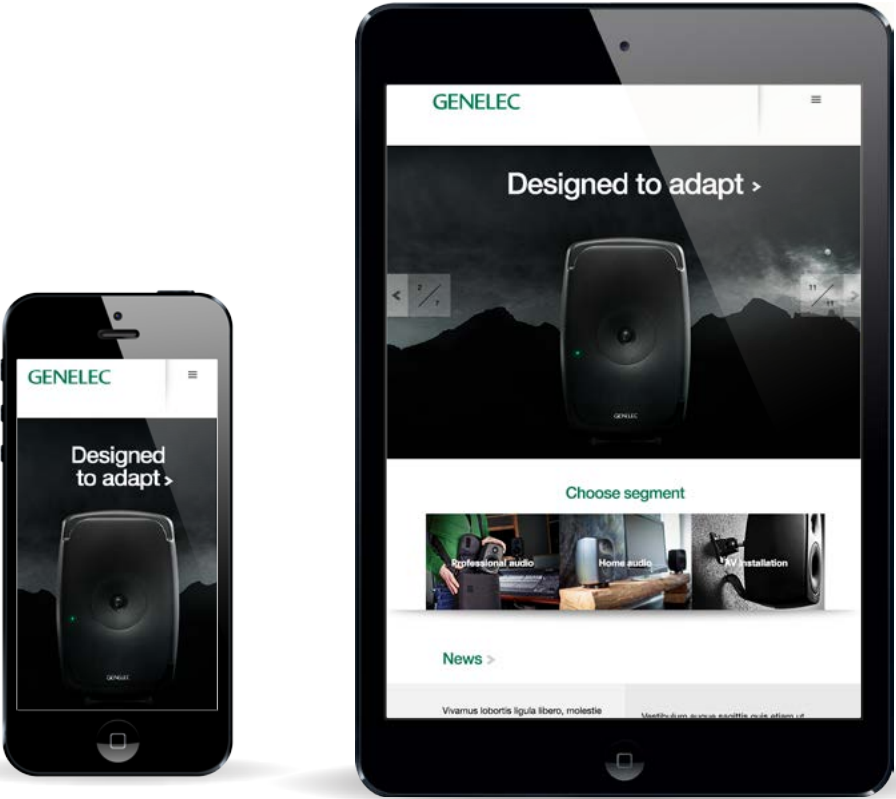
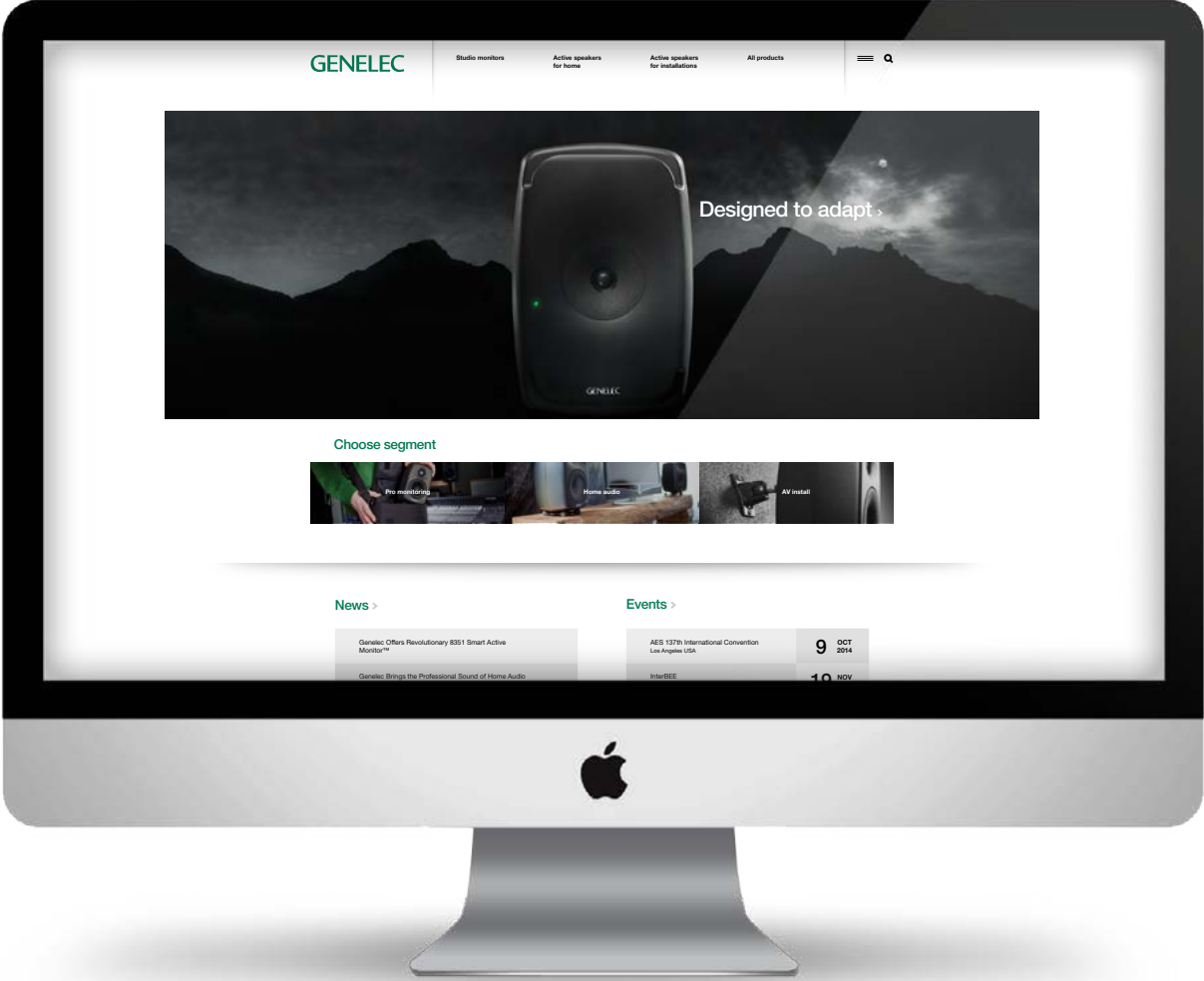
Maximum sound pressure level		Amplifier power	
Free field frequency response		Dimensions	
Accuracy of frequency response		Weight	
Sample rate		Connections	
Drivers			



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.

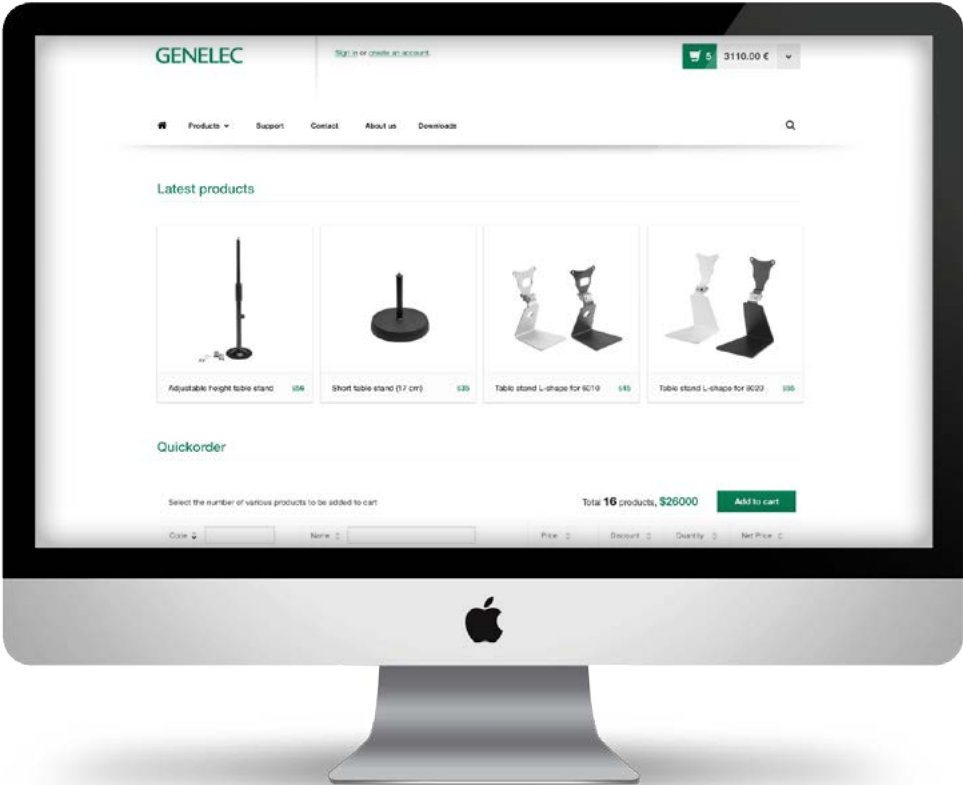
The design is based on a grid of 12 vertical columns, designed to adapt from smart-phone screens to desktop displays. The limited set of graphic elements and typographical styles ensures a uniform, harmonious look and easy updating.



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.



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



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

Portrait
Full page

2/20
15/20
3/20



Design Without Boundaries

Acoustically Coaxial Three-Way Smart Active Monitor

We break boundaries in engineering to make the best even better. The 8351 Acoustically Coaxial Three-Way Smart Active Monitor represents this bold and imaginative thinking.

The center is Genelec's Minimum Diffraction Coaxial driver in a Directivity Control Waveguide. Behind the wave-guide are two Acoustically Concealed Woofers. The directivity control equals that of monitors four times the size. The smart signal processing perfects monitoring accuracy with GLM AutoCal.


The 8351 can only be described as the most solid, most articulate monitor available today – in a surprisingly compact package.

32 Hz – 40 kHz (4 dB)
+ 1.5 dB (38 Hz – 21 kHz)
110 dB SPL

Amplifiers:
150 W Class D (woofer)
120 W Class D (midrange)
90 W Class AB (tweeter)

Drivers:
Woofers 2 pcs 215 x 100 mm
Midrange 127 mm
Tweeter 19 mm

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www.genelec.com



3/5
2/5

1/12	5/12	2/12	3/12	1/12
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Landscape
Half page

2/20
15/20
3/20



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4/7
3/7

1/12	5/12	2/12	3/12	1/12
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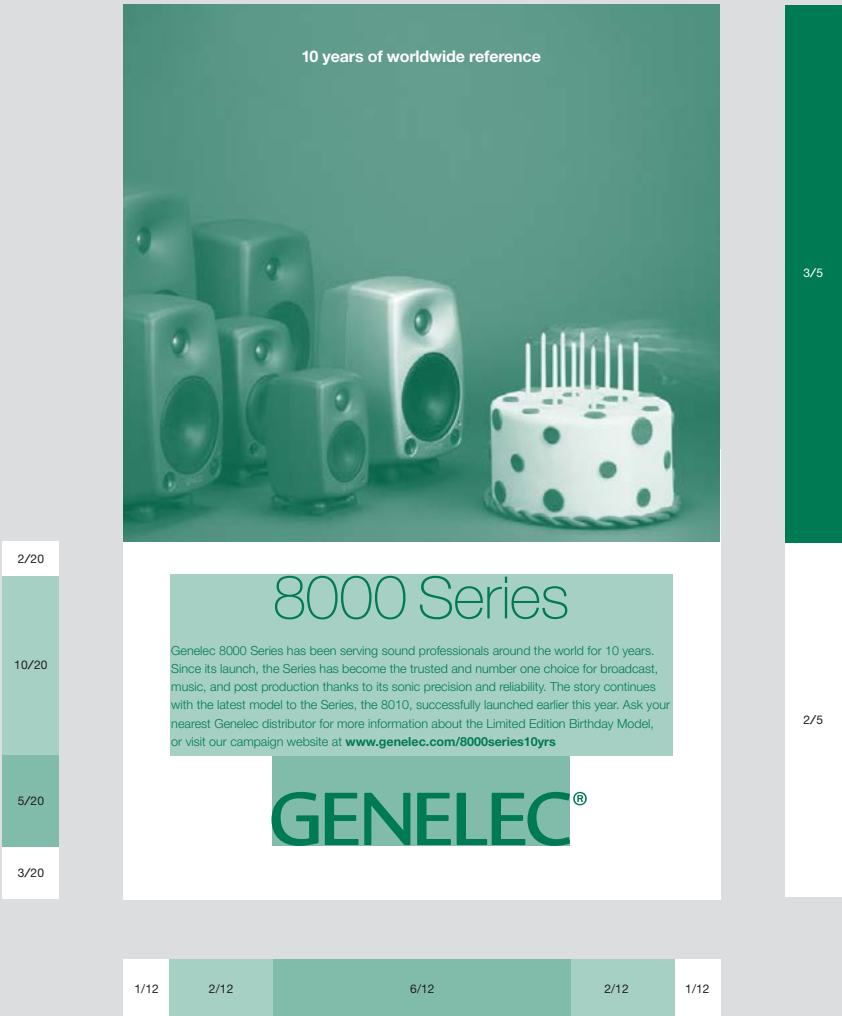
Ads smaller than half page size are built along this guideline. Please note that sizes bigger than this are based on a slightly different grid, introduced on the following spread.

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 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



Features and benefits

- Complete solution-oriented Smart Active Monitoring systems eliminate guesswork in system configuration and acoustic performance.
- Genelec AutoCal measures the response in the listening area and applies relevant compensation in the low and low-mid frequencies to minimise the detrimental room acoustic anomalies as well as the differences between various listening positions.
- Genelec GLM computer control allows for repeatable, constant performance
- Genelec advanced Directivity Control Waveguide provides a wide and controlled listening area, minimising early reflections for very accurate sound reproduction on- and off-axis.
- Dual woofer design extends the control of the directivity along the short front baffle dimension.
- The RAM XL features high efficiency Class D amplification providing high SPL and dynamic range as well as high reliability with very low distortion.
- Thoughtful thermal design makes RAM XL extremely silent in order to be installed in the listening space.
- Genelec Intelligent Signal Sensing (ISS™) circuitry switches the system to standby when no audio input is detected, providing significant power consumption savings
- Genelec quality and reliability ensure a long term security of investment, low energy consumption, and outstanding audio quality

Technical specifications 1234 SAM™ System

125 dB*	400 Hz and 3.2 kHz	11700 x 18 800 x 3380 mm 88" H x 23.6" W x 132" D RAM XL 11.12 kg / 25 lb 8" H x 19.4" W x 11" D
29 Hz - 21 kHz (-6 dB)	2 x Woofers 300 mm (12 in), midrange 120 mm (5 in), tweeter 25 mm (1 in) - DCW™	Enclosure: 73 kg / 161 lb RAM XL 11.2 kg / 25 lb
± 2 dB (24 Hz - 20 kHz)	Midrange 2x 750 W, midrange 400 W, tweeter 220 W at Class D2	1x XLR analogue input 2x XLR AES/EBU input/output 2x AES control network

ISS™ ISS™

Frequency [Hz]

GENELEC®

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Intelligent. Powerful. Accurate.

Genelec's new 1234 Smart Active Monitoring (SAM™) system and its Remote Amplifier Module RAM XL are designed to achieve accurate and powerful sound reproduction in demanding recording and mixing environments. Providing extremely well controlled directivity leading to neutral sound reproduction, the 1234 SAM system represents the most modern technology and the highest performance in large, flush-mounted main monitoring systems.

Power and precision

The 1234 has a system frequency response from 29 Hz to 21 kHz and is capable of delivering 125 dB SPL at 1 meter through a combination of efficient Class D amplifiers providing 2x 750 W, 400 W and 250 W of short term power for its woofers, midrange and tweeter channels respectively. The 160 litre enclosure features two 12 inch drivers and a Genelec proprietary 5 inch midrange driver as well as a 1 inch tweeter driver mounted in a large Directivity Control Waveguide (DCW™).

The remote amplifier module RAM XL is a 3U high, standard 19 inch modular amplifier unit. Its powerful Digital Signal Processing algorithms are used to implement a number of advanced features: Precise driver equalization allows very smooth magnitude responses; efficient driver overload protection enables high system reliability; accurate crossover filtering allows precise transition between drivers. DSP is also used to implement very flexible room response compensation filters.

A large, stable audio picture

Main monitors should reproduce full and accurate sound, but just simply going loud is not enough. Genelec's revolutionary Directivity Control Waveguide technology developed and refined over more than 30 years greatly improves the performance of direct radiating multi-way monitors.

The Genelec DCW technology shapes the emitted wavefront in a controlled way, allowing predictable tailoring of the directivity (dispersion) pattern. It results in excellent flatness of the overall frequency response as well as uniform power response. This advanced DCW technology minimizes early reflections and provides a wide and controlled listening area achieving accurate sound reproduction on- and off-axis. Minimized early reflections and controlled, constant directivity have another important advantage: the frequency balance of the room reverberation field is essentially the same as the direct field from the monitors. Sound image width and depth, critical components in any listening environment, are important not only for on-axis listening, but also off-axis. This accommodates not only the engineer doing his or her job, but also others in the listening field, as is so often the case in large control rooms. The Genelec DCW technology is an important component to a faithful listening experience!

Intelligent accuracy

Although the quality of the room acoustic design remains fundamental for accurate sound reproduction, Genelec Intelligent SAM technology is able to integrate the 1234 system into the listening environment by automatically compensating for detrimental room acoustic anomalies, particularly at low and low-mid frequencies. Adaptation to the room acoustics for any number of listening positions or even over an area is called - Genelec AutoCal™.

Genelec SAM systems are controlled via the Genelec proprietary Loudspeaker Manager (GLM™) network and software which enable all networked monitors, and subwoofers, to be aligned and adjusted for level, time-of-flight, and room response compensations.

Pioneering technology - Made in Finland

Since its founding Genelec's design philosophy has been based on sustainable development and environmental values, aiming to deliver performance-driven, totally neutral monitor and subwoofer systems for audio professionals. Conservation of natural resources and efficient use of materials and energy as well as long product lifetime are essential to us.

The Genelec 1234 SAM system packs the most modern and intelligent technology in a powerful, high-performance main monitoring solution. All electronics, amplifier circuitry, drivers and enclosure are designed, assembled, tested and individually calibrated in the Genelec factory in Finland.

GLM™ software

Remote Amplifier Module RAM XL

Network interface and independent microphone

- Directivity Control Waveguide (DCW™)** technology provides a wide and controlled listening area, minimising early reflections for accurate sound reproduction on- and off-axis.
- High SPL and low distortion** thanks to high efficiency drivers and high power Class D amplifiers.
- Quality electronic design** and precision DSP algorithms ensure high dynamic range and low self-generated noise.
- Thoughtful thermal design** makes RAM XL extremely silent in order to be installed in the listening space.
- Dual woofer design** extends the control of the directivity along the short front baffle dimension.
- Genelec AutoCal™** measures the response in the listening area and applies relevant compensation in the low and low-mid frequencies to minimise the detrimental room acoustic anomalies as well as the differences between various listening positions.
- Smart Active Monitoring systems** eliminate guesswork in system configuration and acoustic performance.
- Sustainability and green values.** Efficient use of materials, low energy consumption and extending long life time by design.

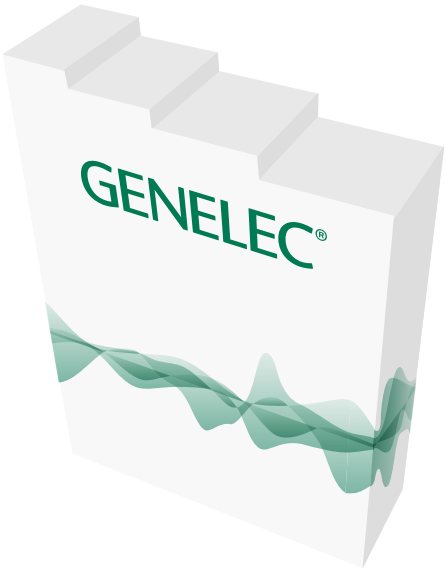
Coffee mug



Training academy



Shop-in-shop stand



Taxi

