Using Genelec's brand logos, colours and typography



Main 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.

GENELEC®

Colour

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





The main 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 main 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 main logo is essential for legibility and hierarchy. The safe area is defined in relation to the vertical and horizontal size of the Genelec main logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the main 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.



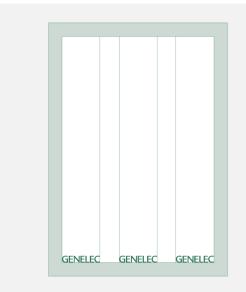


GÌ =1×



Positioning

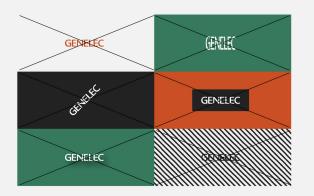
Our main logo can be aligned left, right or centrally in a layout while taking into account our restrictions concerning the safe area around it. After alignment, the logo should always be placed as close to the bottom of the layout as possible with respect to the required margins.



Improper usage

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





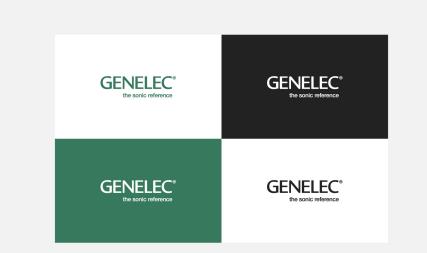
Logo with Slogan

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





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 main logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the sloganaccompanied 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.



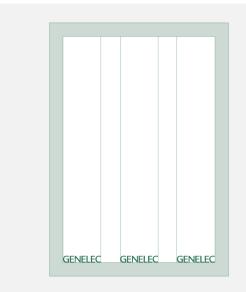






Positioning

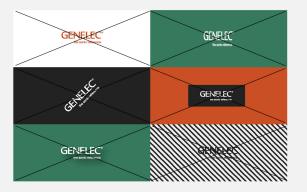
Our slogan-accompanied logo can be aligned left, right or centrally in a layout while taking into account our restrictions concerning the safe area around it. After alignment, the logo should always be placed as close to the bottom of the layout as possible with respect to the required margins.



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.





Primary Colours

The Genelec brand colours are green, black, white, grey and light grey. 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

CMYK Coated C 95 | M30 | Y75 | K 5 Uncoated C 82 | M 9 | Y 94 | K 9

Pantone Coated 341 C Uncoated 356 U

Screen RGB R 0 | G 122 | B 83 hex #007a53

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

Tints of black colour 100 % 60 % 20 %



Main 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

ABCDEFGHIJKLMNOPQRSTU abcdefghijklmnopqrstu 1234567890

S5 Roman

ABCDEFGHIJKLMNOPQRSTU abcdefghijklmnopqrstu 1234567890 65 Medium



ABCDEFGHIJKLMNOPQRSTU abcdefghijklmnopqrstu 1234567890

45 Light



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.



Eros et accumsan et iusto odio dignissim qui blandit

Lead text: Helvetica Neue LT Std, 55 Roman

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: Helvetica Neue LT Std, 55 Roman

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Sub heading: Helvetica Neue LT Std, 75 Bold

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Highlight text: Helvetica Neue LT Std, 65 Medium

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Quote text: Helvetica Neue LT Std, 75 Bold

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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, italic

Aa

ABCDEFGHIJKLMNOPQRSTU abcdefghijklmnopqrstu 1234567890 Arial, Regular



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 adipticing eilt, sed dam nonummy nibh euismad tincidunt ut laereet dolore magna aliquam ent volutpat. Ut Lorem ipsum dolor sit amet, consectetuer adipticing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam ent volutpat.

Sub heading: Arial, Bold

Ut wisi enim ad minim veniam, quia nostrud Exerc talon utamicape societti täkoifis mi ut aliguip ex ea commodo consequat. Duis autem vei eum aura doio in hendretti ni vulgata vei exe moloste consequat, vei illum doiore ex loogiat ruta facilisis at vero ero et accument et usalo doi digrisosim qui Bandit present lugatatum ziri delenti augue duis doire te lenguat ruta 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

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