

# Using Genelec's brand logos, colours and typography

GENELEC®

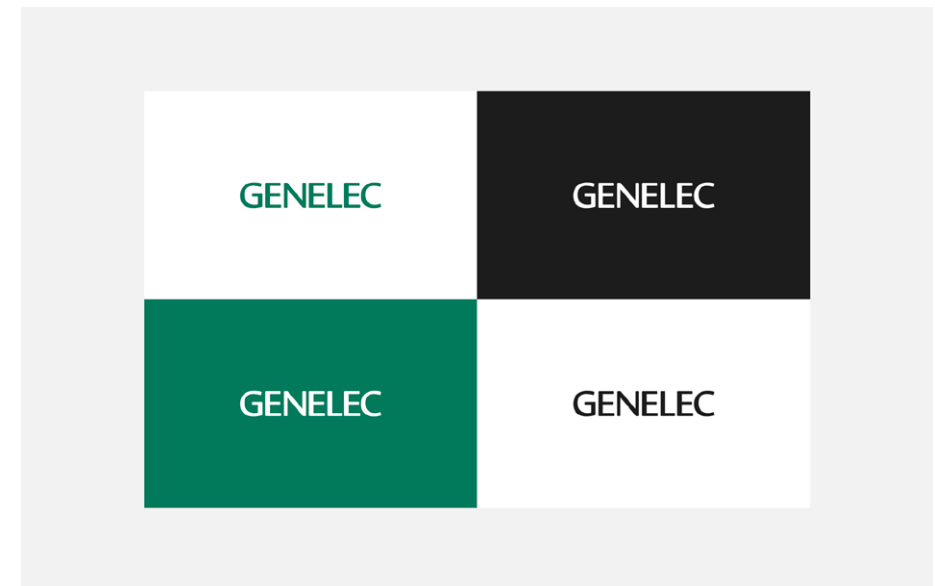
## Main Logo

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.

### Colour

The primary 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.

GENELEC®



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)

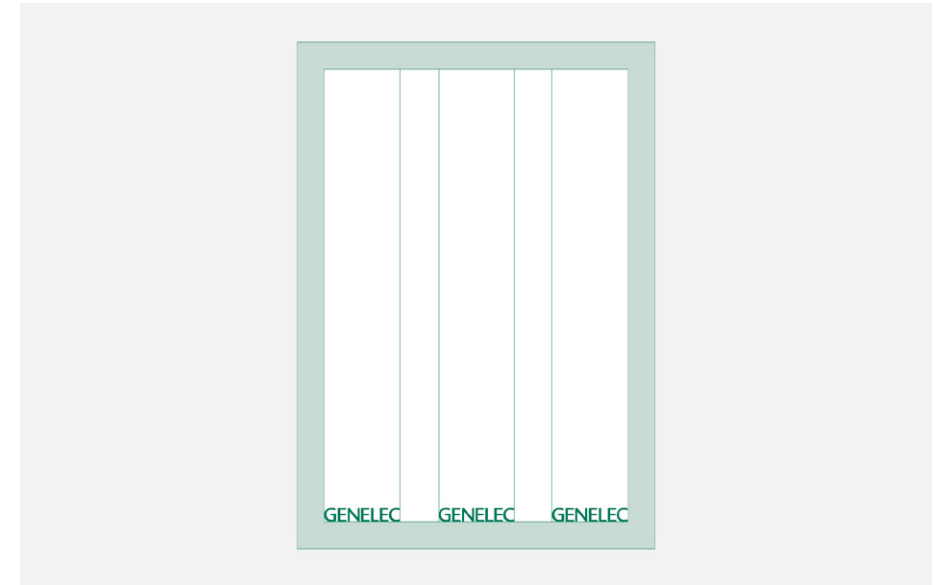
A safe area around our main logo is essential for legibility and hierarchy. The safe area is defined in relation to the vertical and horizontal size of the Genelec main logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the main logo, while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



G = 1 X

## Positioning

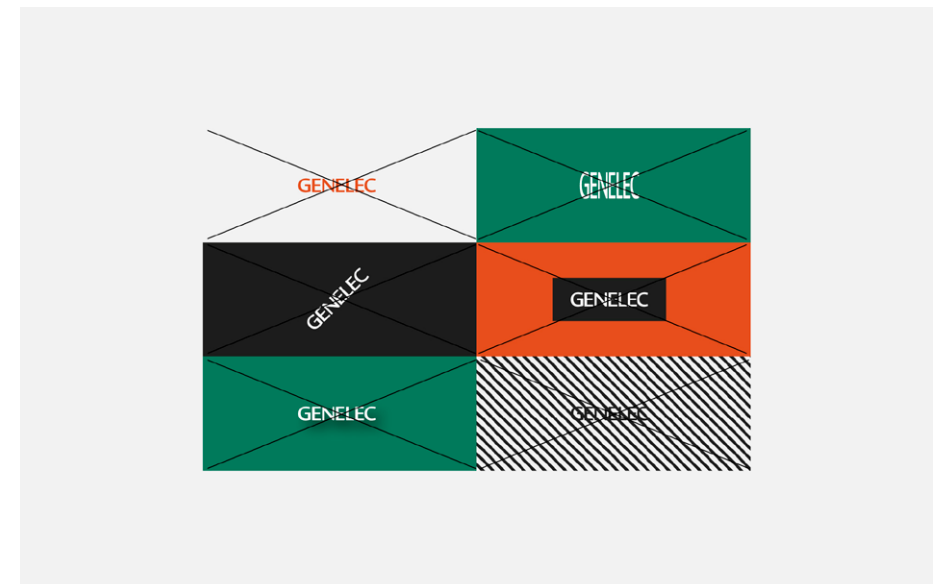
Our main logo can be aligned left, right or centrally in a layout while taking into account our restrictions concerning the safe area around it. After alignment, the logo should always be placed as close to the bottom of the layout as possible with respect to the required margins.



## 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.



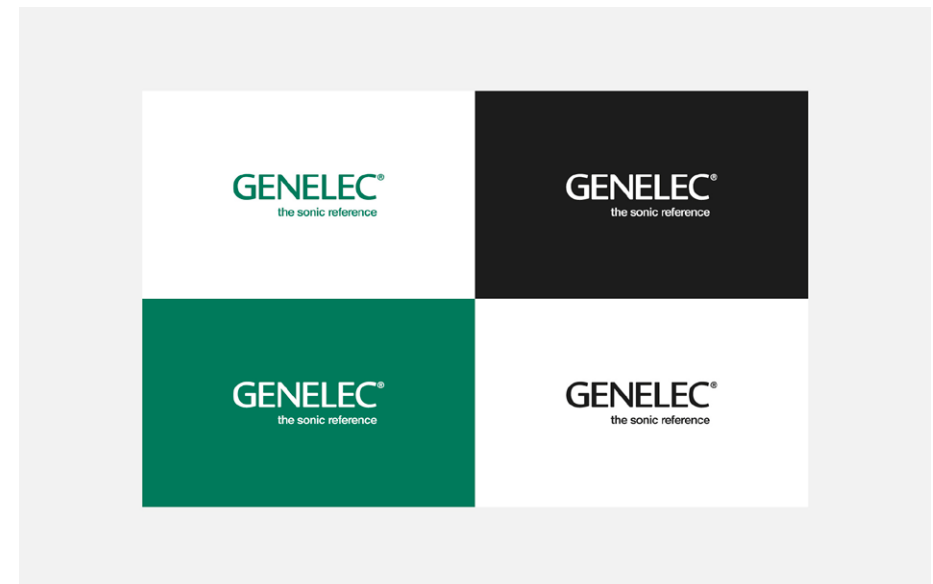
## Logo with Slogan

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 primary 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.

**GENELEC®**  
the sonic reference



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)

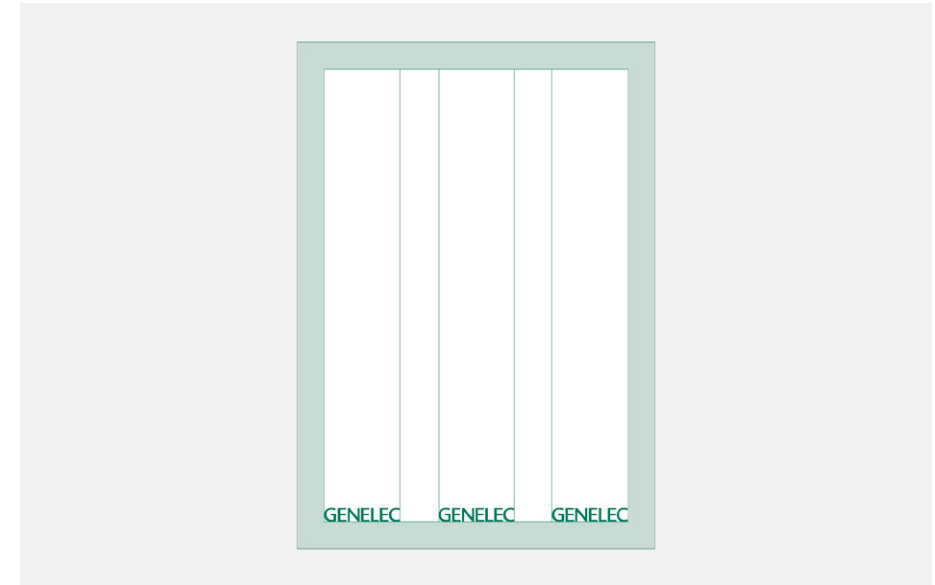
A safe area around our slogan-accompanied logo is essential for legibility and hierarchy. The safe area is defined in relation to the vertical and horizontal size of the Genelec main logo's letter 'G'. The vertical measurement of the 'G' is used as the minimum isolation distance above and below the slogan-accompanied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



G = 1 X

## 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

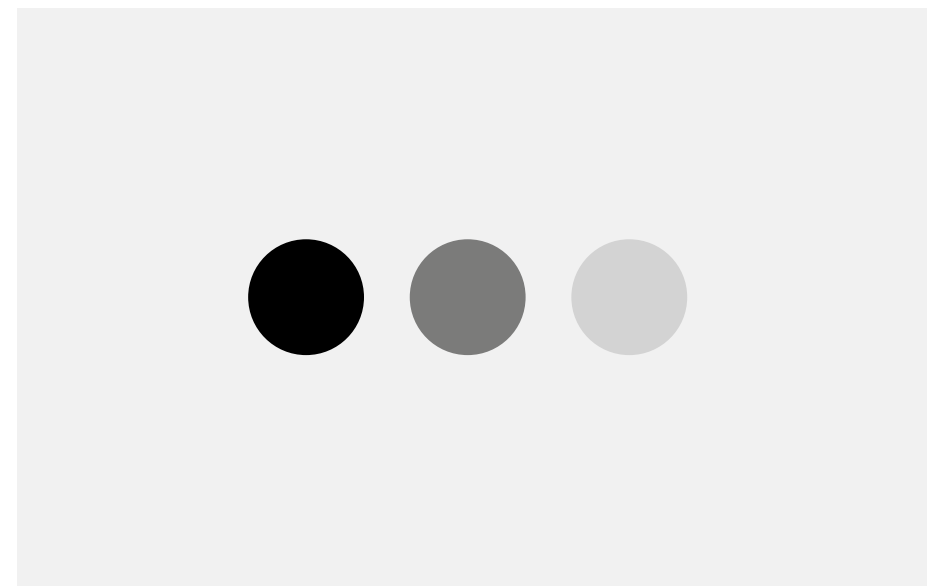
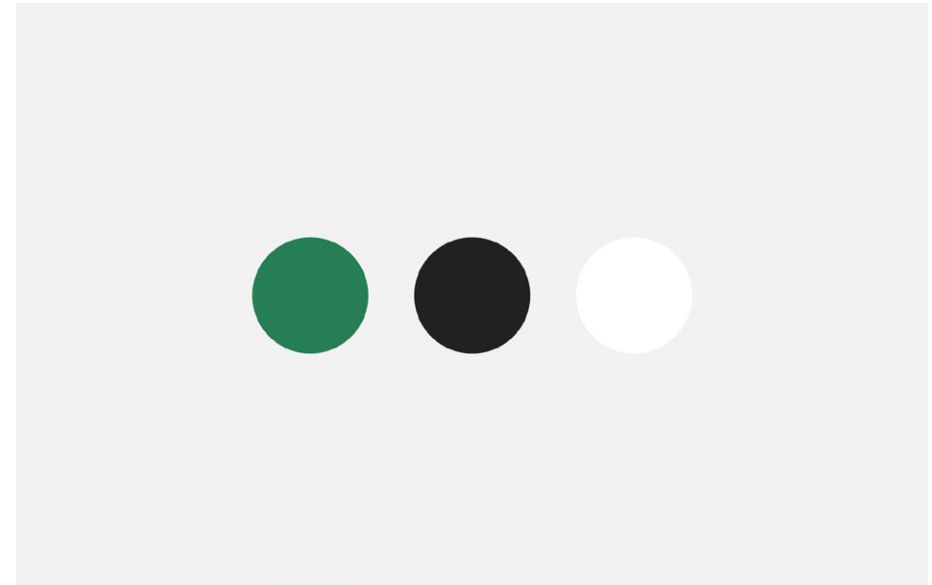
RAL

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.

## 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.



# Office Typography

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

