

GENI BRAND BOOK

GENI: LOGO USAGE

The GENI logo has been developed to visually unify and coordinate all forms of communication.

The standards for usage are demonstrated on this page, so it is clear when to use a specific version of the logo for different applications.

2-Color Logo: 1 = PMS 152 (Orange) 2 = PMS Cool Gray 9 (Gray)



When to use 2-Color Logo:

This logo should always be used unless print limitations prohibit.

Example: 1-color print application

Exception: If used with 4-color printing, and can not add additional PMS colors, use CMYK version.

1-Color Logos: Process Black



When to use 1-Color Logos:

This logo should be used as an alternative to the 2-color PMS 152, and PMS Cool Gray 9 when applicable.

Example: Only when 1 color printing available.

Note: It should not be used with 4-color printing, signage or webpage display.

White (Reversed out) Logo:



When to use Reversed Logo:

This logo should be used when it needs to be knocked out of a field of solid color.

Note: Logo should never be knocked out on a photo or uneven field of color.

GENI: PROPER USE PRINT MEDIA

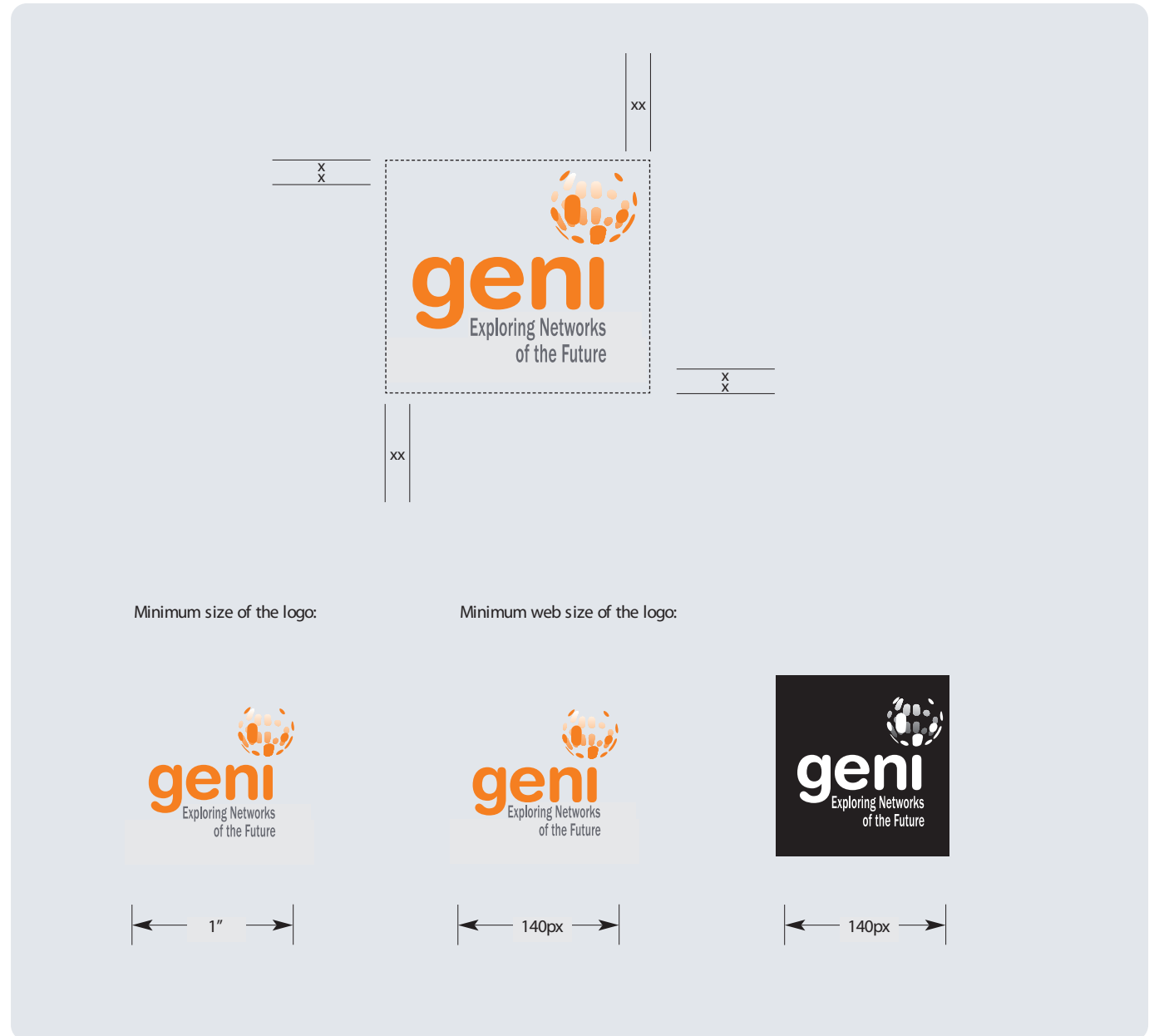
The GENI logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied with this manual.

Do not use the GENI logo if the detail and readability of the logo cannot be maintained.

To maximize the impact and visibility of the GENI logo when positioned alongside text or graphics, it should always be surrounded by a space margin. This margin is equal to height of the lowercase letters (x) and should be maintained above, below and to either side of the GENI logo. No words, symbols, or illustrative matter should intrude into this area.

Do not use the GENI logo if the detail and readability of the logo cannot be maintained because of either the reproduction technique or the viewing distance (such as signage on buildings); or if there is insufficient space to reproduce it at the minimum size.

The minimum print size of the GENI logo should be 1". The minimum web size of the GENI logo should be 140px.



GENI: UNACCEPTABLE USAGE

Consistent and correct use of GENI is essential to protecting and maintaining our trademark rights. Examples of incorrect usage, which must be avoided, are shown on this page. Inconsistent application of GENI logo dilutes perceived brand quality, degrades brand awareness and is therefore unacceptable.



Do not shift the logo at any angle



Do not arch the logo in any manner



Do not enclose the icon within a shape



Do not skew or distort the logo



Do not place a shadow or emboss on the logo



Do not replace icons with clip art, or use clip art in conjunction with the logo

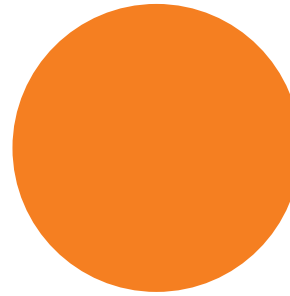
GENI: COLOR PALETTE

GENI has chosen the core colors on this page for logo, signage and other corporate communications. They are intended to convey the essence of the GENI brand.

When using these colors please adhere to the guidelines that have been created, so that all forms of communications (print & electronic) are uniform.

Primary Logo Palette

GENI Orange
Pantone: PMS 152 C
4-color PROCESS (CMYK):
C0 M62 Y100 K0
RGB: R225 G112 B0
WEB SAFE (HTML): e17000

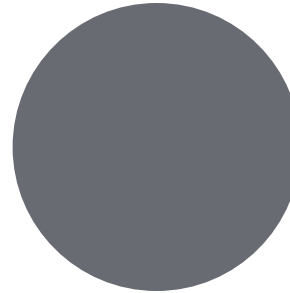


When to use Orange:

The GENI Orange is one of the core color of the brand logos. It should always be at 100% saturation when used as a type color.

Exception: This color may be used as a background or accent, the use of the color as a tint is also acceptable. It can also be used in conjunction with GENI Gray.

GENI Gray
Pantone: PMS Cool Gray 9
4-color PROCESS (CMYK):
C29 M23 Y16 K51
RGB: R116 G118 B120
WEB SAFE (HTML): 747678



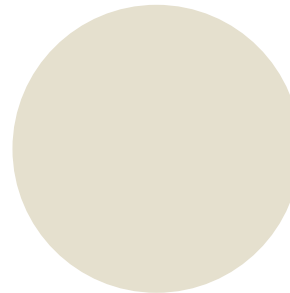
When to use Gray:

The GENI Gray is one of the core color of the brand logos. It should always be at 100% saturation when used as a type color.

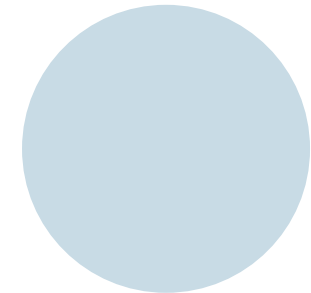
Exception: This color may be used as a background or accent, the use of the color as a tint is also acceptable. It can also be used in conjunction with GENI Orange.

Secondary Palette

GENI Beige
Pantone: PMS 7527 C
4-color PROCESS (CMYK):
C3 M4 Y14 K8
RGB: R218 G215 B203
WEB SAFE (HTML): dad7cb



GENI Dusty Blue
Pantone: PMS 5455 C
4-color PROCESS (CMYK):
C16 M3 Y3 K5
RGB: R198 G211 B215
WEB SAFE (HTML): c6d3d7



GENI: TYPOGRAPHY PALETTE

GENI has chosen the core typography on this page for logo, signage and other corporate communications. They are intended to convey the essence of the GENI brand.

When using this Typography please adhere to the guidelines that have been created, so that all forms of communications (print & electronic) are uniform.

Print

Display Font (Logo Only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica

Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold