GENEVO
RADAR DETECTORS

The manual contains the definition of company logotype,
colour scheme, and typography.

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INTRODUCTION

The GENEVO logo is a trademark. This type of brand represents the GENEVO Corporation.
A logo should be always presented using quality technology and in accordance with the principles defined in this manual.

A logo is used in advertising, print-ons and on promotional gifts in situations where the purpose and character
of the company's activity needs to be enhanced.

A logo with product specification is only used for product print-ons.

The end use of a printed GENEVO product logo must be always approved by GENEVO management.

PROTECTIVE ZONE OF THE GENEVO LOGO

The GENEVO logo has a pre-defined spacing, or protective zone. To ensure correct visual identification of the logo, no other graphic or colour feature may interfere with this zone.

The protective zone applies to all types and alternatives of the GENEVO logo.

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LOGO COLOUR SCHEME

The basic colour scheme of the logo is based upon a colour.

Black:
CMYK 0 0 0 100

PANTONE Process Black C

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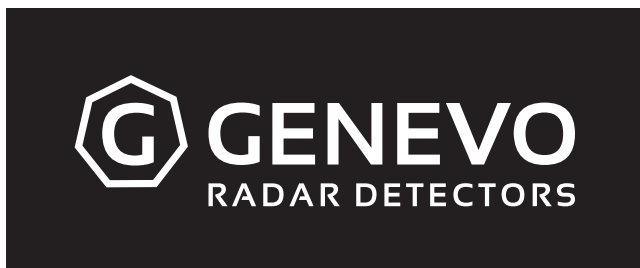
TYPOGRAPHY OF THE GENEVO LOGO

The logo uses a sans-serif font Sensation Bold.

A B C D E F G H CH I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h ch i j k l m n o p q r s t u v w x y z

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ALTERNTATIVE USES OF THE GENEVO LOGO

Positive / negative version may be used as an economic alternative of the GENEVO logo.

The Logo with the inscription "radar detectors" for use in cases where it is not immediately clear what the brand represents.

A logo without an inscription, for use when it is already clear what the brand represents, for example in the user manual.

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www.genevo.com