



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



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.



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



TYPOGRAPHY OF THE GENEVO LOGO

The logo uses a sans-serif font Sensation Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

? ! & @ { } [] + - / = %

0123456789



ALTERNATIVE USES OF THE GENEVO LOGO

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



GENEVO
ONE S



GENEVO
ONE



GENEVO
ONE ECO

GENEVO PRODUCT ALTERNATIVES

To use the GENEVO logo for product print-ons, three alternatives are available:

GENEVO S, GENEVO ONE, GENEVO ECO.



www.genevo.com