



GENASYS

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01. Introduction



A world-leading, comprehensive insurance management system that can be applied to any insurance business, in any currency, language or destination.

02.1. Our logo

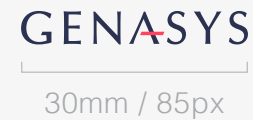
(02.1.1)

Logo construction



(02.1.2)

Smallest size for logo to be used



Our logo is the most visible element of our identity - our universal signature across all Genasys communications.

We use the same version on screen and in print. It's a simple logo. Easy to understand. No drop shadows, no shiny reflections and no flashy effects.

The following pages cover the correct usage to ensure the Genasys logo always looks its best.

02.2. Logo clear space

(02.2)

Construction of the space allocated around our logo

To make sure that our various Logo versions are clearly visible in all applied applications, please surround them with sufficient clear space —free of type, graphics, and other elements that might cause any visual clutter - to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the Genasys logos, the area directly surrounding it should be protected.

Whenever the logo is used, a clear space of 100% the 'G' in our logotype's height should be maintained.



02.3. Logo usage

(02.3)
Logo on white

Our logo or background color may be any colour within the Genasys colour palette besides the Genasys Sizzling Red.

Contrast is important. Use a white logo on colour backgrounds and a colour logo on white backgrounds.

The Genasys logo should be used in color whenever possible.

(02.3.1)
White Logo on Pantone
4145 C/Space Blue



(02.3.2)
Colour Logo on White



(02.3.3)
White Logo on Pantone
2163 C/Metal Grey



(02.3.4)
White Logo on Pantone
651 C/Blue Steel



(02.3.5)
White Logo on Black



(02.3.6)
Monochrome Logo on Blue
(Only if Space Blue is unavailable)



(02.3.5)
Monochrome Logo on Black



02.4. Logo usage on imagery

Our logo may also be used on an image background with sufficient contrast.

Use the primary colour logo on light coloured backgrounds, and a white text version for dark backgrounds.

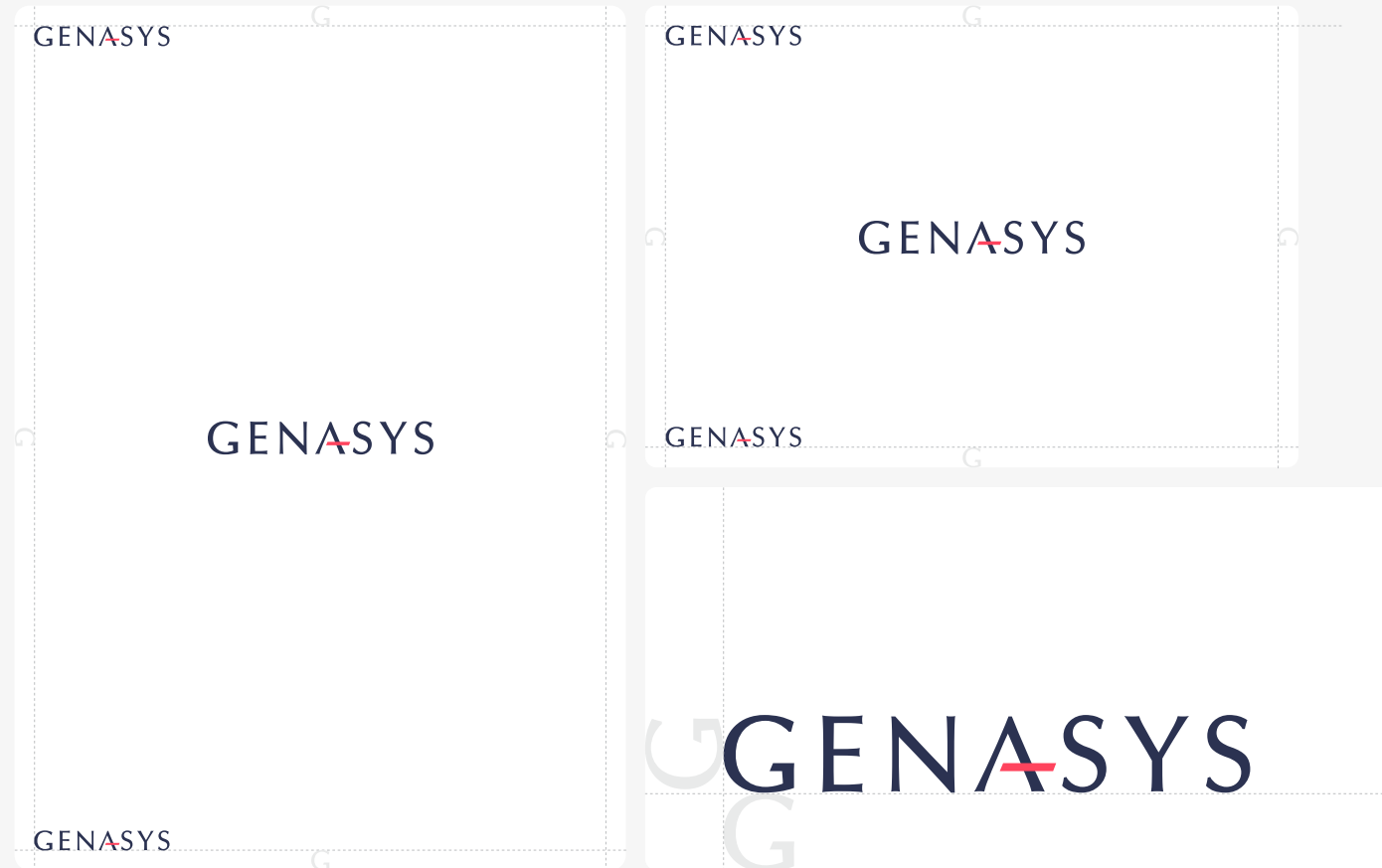
When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



02.5. Logo usage on documents

(02.5.1)

Logo on portrait or landscape document



We like to place our logo smack dab in the middle of an area.

On any given format—landscape or vertical—the alternative preferred logo placement is in any left corner position, top or bottom.

When the logo is used in the corner of any document, the height of the 'G' logotype should be used as a guide to the amount of clear space from the edge of the document to the logo.

02.6. Logo misuses

To maintain the integrity of the Genasys logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Genasys logo that should be avoided.

(02.6.1)

Always use the primary colour logo typeface



(02.6.2)

Do not add, remove or alter elements



(02.6.3)

Do not alter proportions



(02.6.4)

Do not rotate the logo

(02.6.5)

Do not add drop shadows, blur, or allow logo to pixelate



(02.6.6)

Do not alter fonts, layout, or elements



(02.6.7)

Do not crop the logo

03. Identity colour palette

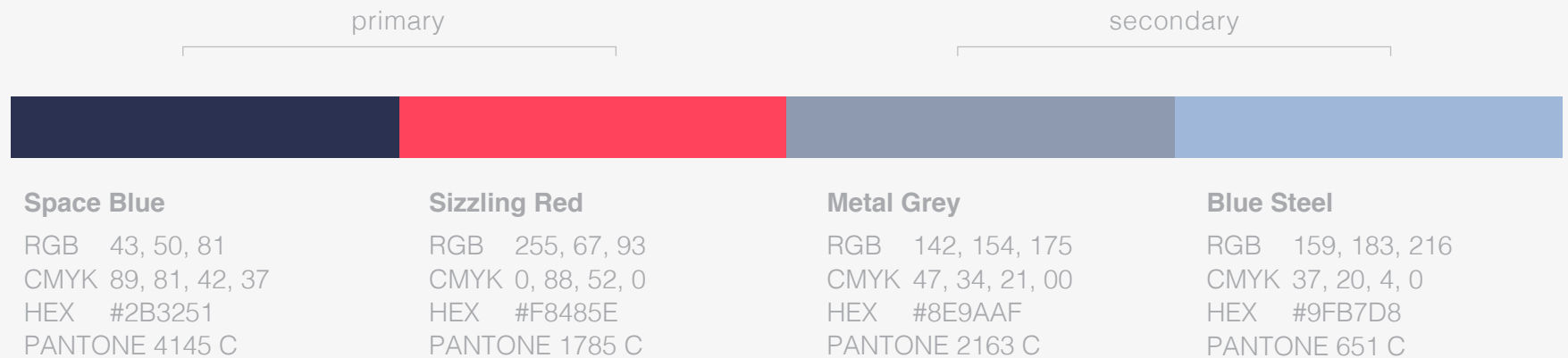
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Space Blue

RGB 43, 50, 81
CMYK 89, 81, 42, 37
HEX #2B3251
PANTONE 4145 C

Sizzling Red

RGB 255, 67, 93
CMYK 0, 88, 52, 0
HEX #F8485E
PANTONE 1785 C



RECOMMENDATION COLOUR RATIO:



ADDITIONAL COLOURS FOR PRESENTATIONS AND INTERNAL USE ONLY:



Our core colours are what give us our personality.

When using the colors in print, it is important to always seek to use Pantone inks.

This way, all of our materials will be consistent, and our colours look vibrant.

These same vibrant colors cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.

04.1. Identity typefaces

Typography is an important aspect of our brand identity.

Our typographic style contributes to our distinctive aesthetic. These font families examples should be used throughout our branding material to ensure all of our communications appear consistent.

(04.1.1)

Example

HEADER

Let our software take care of admin so you can get on with business.

(04.1.2)

Primary typeface

Optima
Regular/Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

(04.1.3)

Secondary typeface

Helvetica
Light/Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

04.2. Alternative identity typefaces



If the Helvetica font family is not available for any reason, the Arial font family is to be used as a substitute.

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