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# Brand Guidelines

2023



Crafting timber since 1870



# Brand Story

Creating a brand with a range of products that reflect the values of our business and family history; Crafting timber since 1870.

We are proud of our 27 year history and bringing products that are the foundation behind some of New Zealand's leading brands. We instinctively create timber products that improve and add character to both interior and exterior spaces. Creativity through our passion and engineering abilities reveals products that are purposeful, considered and unexpected.

We bring our products to life through our values, with an eye for detail, strong operational and logistics capabilities, and under-pinned by a team of responsive, caring people, who pride themselves on delivering the very best service to our partners, suppliers and customers.

We are constantly evolving and innovating in the market and help guide industry professionals, partners and customers, doing what is right, providing quality products, solutions and satisfying their growing and changing demands.

Commitment, reliability, trust and responsibility are at the core of what we do everyday.

# Brand Architecture

The diagram to the right defines the structure of the Genia business. Under the master brand sit three key category brands. Each of these brands draws on the master brand to strengthen the Genia name.

## Master brand

The Genia master brand logo should be used when talking about the brand as a whole as a sign of ownership on advertising, marketing collateral and direct marketing.

## Category brands

The category brands should be used only when we are talking about the specific category.

Master brand



Category brands



Architectural

# The logo

Striking with simplicity in its execution. The symbol illustrates the three pillars of the business in simple and impactful forms. A minimal approach that evokes an engineered and cutting edge quality. The accompanying wordmark is uncomplicated with minor nuanced details giving it a trustworthy and approachable feel, representative of Genia's production and product expertise.

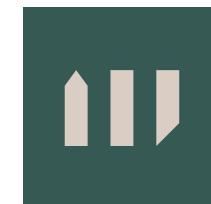
Master logo



Master logo & tagline



Icon



# Logo colour variations

The Genia logos should always be reproduced as they were supplied without any alterations to ensure clarity and consistency in our brand. The sand logo is the main preference when using a solid colour or image background. When using a light background the green logo is to be used.



# Category brands

The purpose of our brand categories is to help bring clarity to our different product offerings and convey a consistent story to help enforce the master brand.

## Genia Outdoor

Fencing & Gates  
Motueka Pickets  
Trellis & Privacy Panels  
Garden & Landscaping

## Genia Architectural

Interior Mouldings  
Interior Lining  
Weatherboard  
Flooring  
Dowels

## Genia Componentry

Industrial Timber Supply  
Door Components  
Bed Frame Components

III Genia  
Outdoor

III Genia  
Architectural

III Genia  
Componentry

# Logo & tagline

The tagline helps to convey the rich history of the brand reinforcing and strengthening our brand story.

## Logo & Tagline lockup

The brand logo and tagline lockup should be used on all advertising, marketing collateral and direct marketing especially at the inception of our new brand to help familiarise our customers with our story.

## Logo and Tagline separated

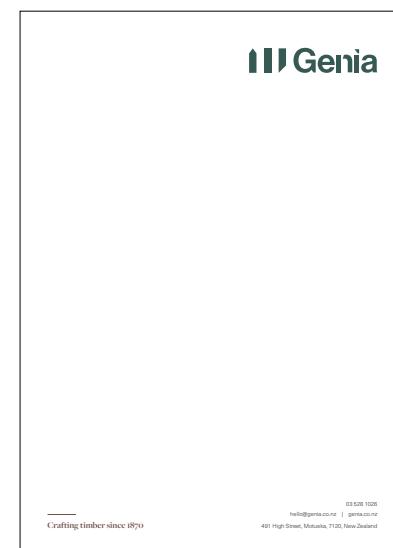
There will be opportunities to pull out the tagline from the logo on some marketing material providing more functionality with design and a bold indication of our brand story.

Master logo & tagline lockup



Master logo & tagline

Crafting timber since 1870



# Logo exclusion zone

To ensure consistency of logo treatment and use, it is very important to follow the clear space rules.

The Genia logo must always feature a minimum amount of clear space as indicated. No other logos, copy or images are to encroach on this space.

These same rules can be applied to all the Genia category logos.

Master brand



Master logo & tagline



# Minimum size

To ensure legibility and strength of the brand in both print and digital, minimum sizes have been assigned to all variants of the logo.

Master brand

6mm/25px



Master logo & tagline

20mm/85px



Category brands

12mm/50px



# Using the logo

The Genia logos should always be reproduced as they were supplied without any alterations to ensure clarity and consistency in our brand.



Do not apply graphic effects



Do not use the logo at a tint



Do not stretch, skew or distort



Do not adjust the logos positioning



The logo must never appear in any other colour apart from the specified Primary brand colours

Green / Sand / Charcoal / White / Black



The logo must never appear in any other colour apart from the Genia colour palette



The logo must never appear on any other colour apart from the Genia colour palette



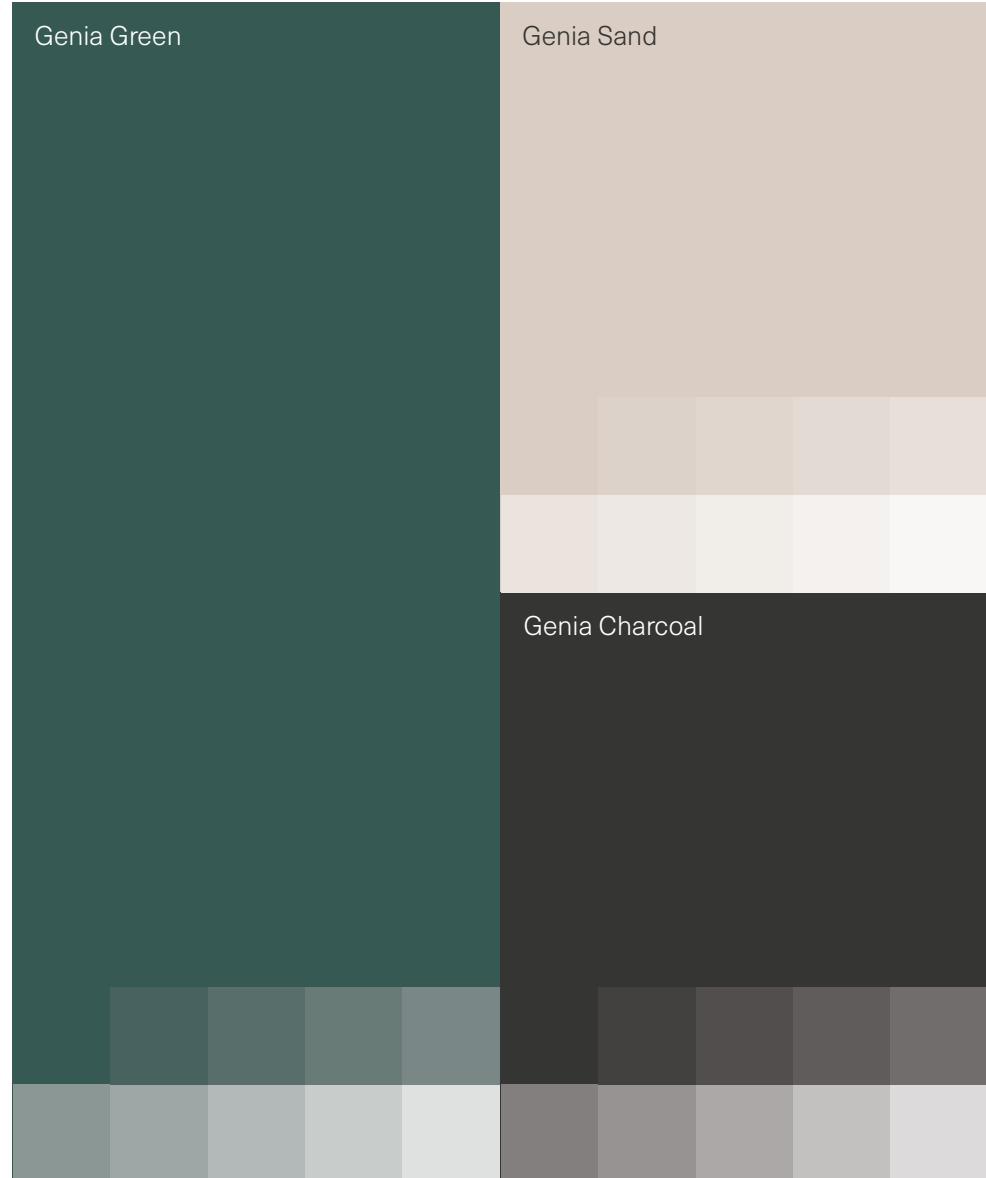
Do not place over a patterned background

# Primary colour palette

Understanding the use of our colours is an important part of bringing our visual identity to life.

The primary colourway applied to the brand is fresh and dynamic, creating a uniquely bold personality.

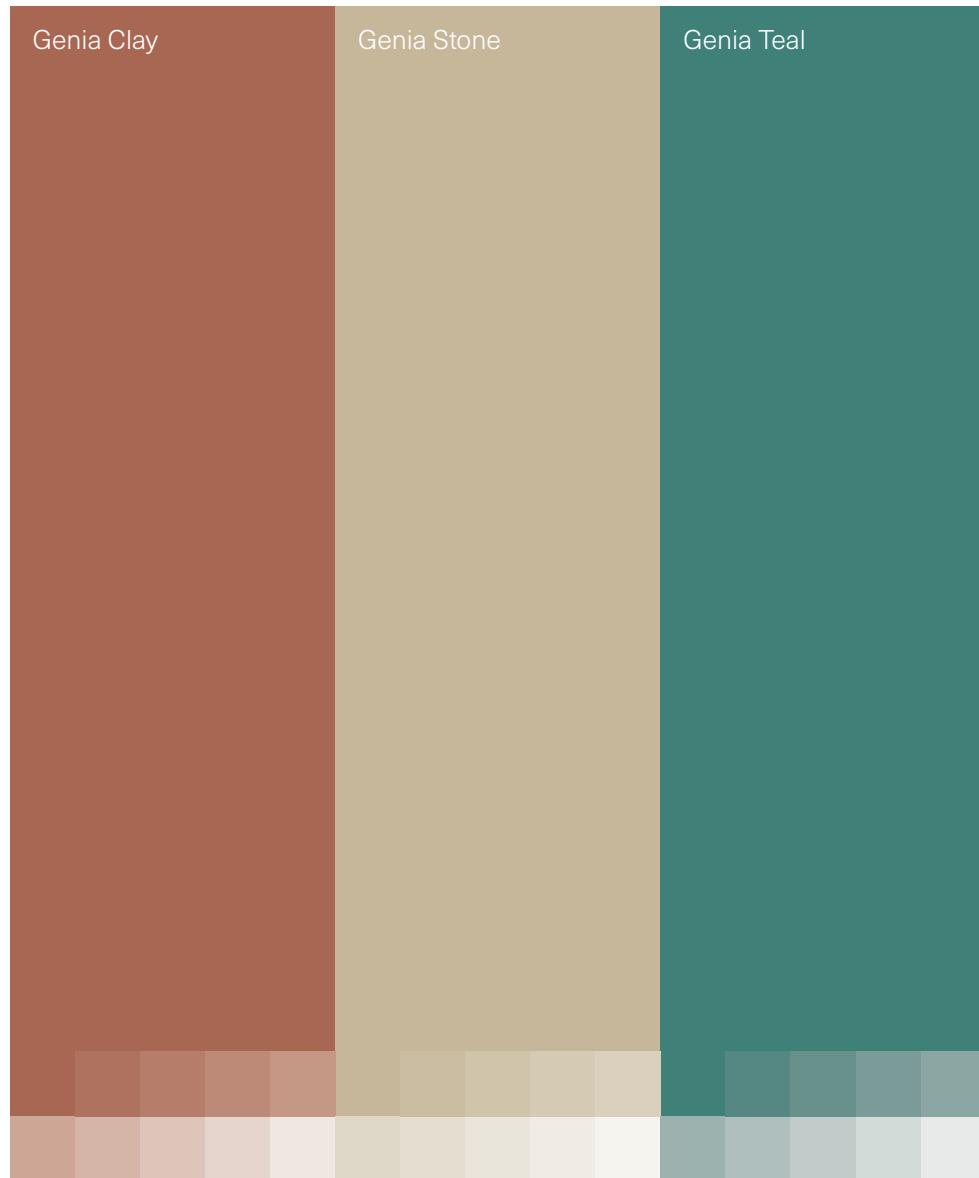
	Print	Digital
<b>Genia Green</b>	C78 M48 Y60 K32 PMS 560 U	R55 G89 B84 WEB#375954
<b>Genia Sand</b>	C14 M16 Y20 K0 PMS 434 U	R218 G206 B196 WEB#DACEC4
<b>Genia Charcoal</b>	C69 M63 Y62 K57 PMS 433 U	R53 G52 B52 WEB#353434



# Secondary colour palette

The secondary colours add a richness and sophistication to the brand. The role of these colours is to compliment the primary brand colours not over power or replace them. Please insure that our primary green is the most prominent. A good use of the secondary colour palette is in marketing communications that are heavier on information like brochures or on the website.

	Print	Digital
<b>Genia Clay</b>	C28 M64 Y68 K12 PMS 1685 U	R168 G103 B82 WEB#A86752
<b>Genia Stone</b>	C24 M24 Y41 K0	R198 G183 B154 WEB#C6B79A
<b>Genia Teal</b>	C81 M41 Y58 K0 PMS 562 U	R63 G127 B121 WEB#3F7F79



# Highlights colour palette

The highlight colours have been chosen for their earthy and vibrant tone, acting as an accent to emphasize finner details of information and design features.

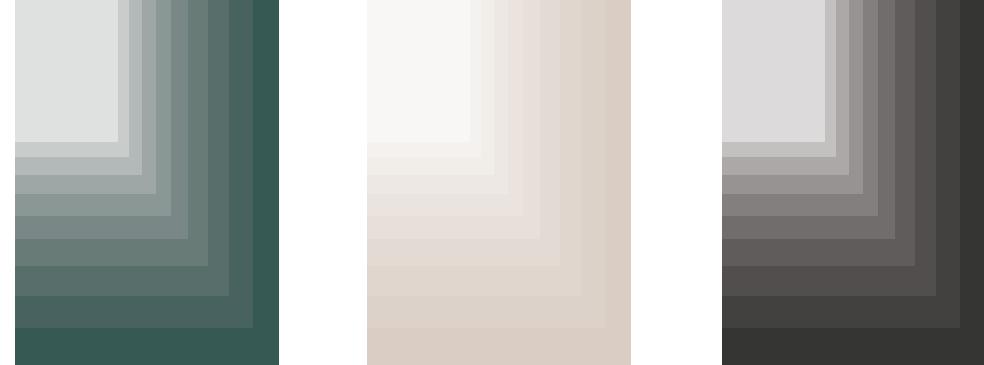
	Print	Digital
<b>Genia Copper</b>	C64 M77 Y75 K8 WEB#71504D	R113 G80 B77
<b>Genia Orange</b>	C5 M82 Y85 K0 WEB#E55539	R229 G85 B57
<b>Genia Bright Green</b>	C65 M27 Y65 K0 WEB#699976	R105 G153 B118
<b>Genia Gold</b>	C10 M34 Y70 K0 WEB#E4AC63	R228 G172 B99



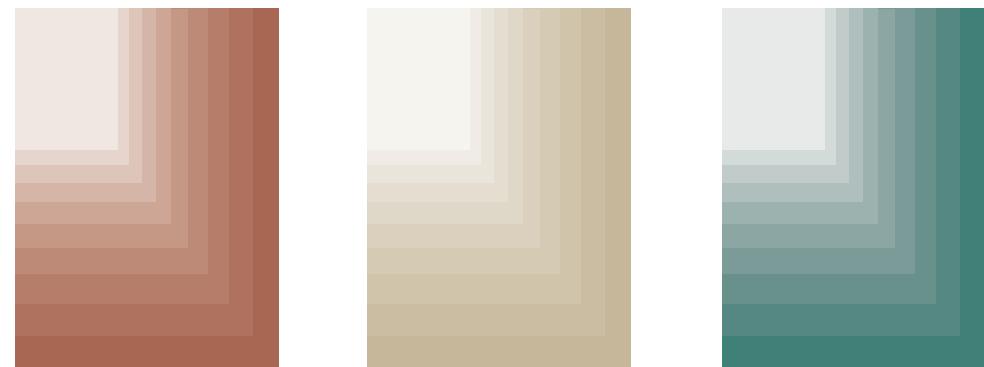
# Colour tints

Use of tints in both our primary and secondary colour palettes are also available. Any desired tone can be achieved within various percentages but we prefer to use 100% where possible. A good use of tints would be on backgrounds of advertising, marketing collateral and direct marketing.

Primary Colour Tints

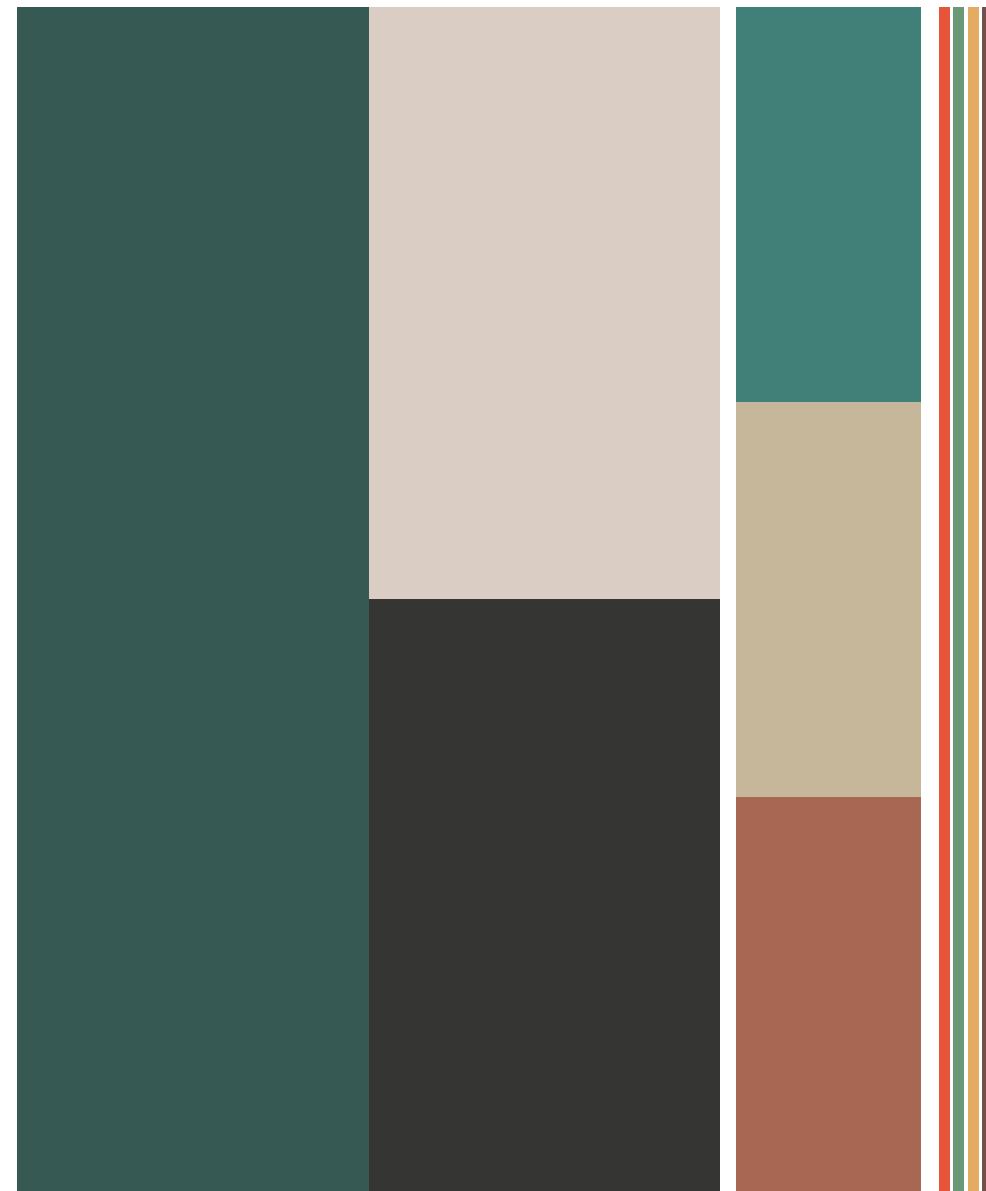


Secondary Colour Tints



# Colour usage ratio

Although we have a secondary colour palette and highlight colour palette our primary colours are to be used in most layouts in advertising, marketing collateral and direct marketing. The colour graphic on the left shows the ratios of which each colour palette should be used.

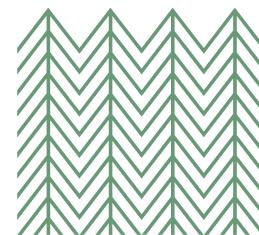


# Pattern

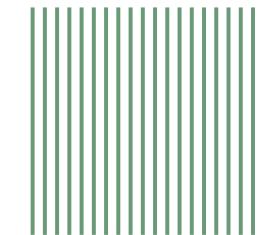
A pattern has been assigned to each category of the business. When focusing on a specific category of the business this pattern is to be used.

Together the three patterns make up a extended visual identity of the brand. They can be used when talking about the Genia brand as a whole.

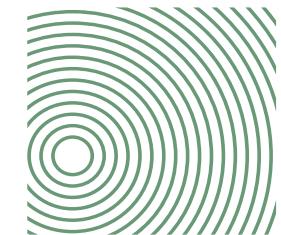
Outdoor



Architectural



Componentry



Horizontal lockup



Usage



Vertical lockup



# Typography

## Primary typeface:

# FreightBig Pro

Freight Big has been chosen for its modern but traditional feel. This helps strengthen our brand story that Genia is an established and respected company. Freight Big should only ever be used in a SemiBold weight and is specifically used for headings.

### Headings

Our main headings have a specific style with a accent or line above the first part of the first word or a heading.

The line length is determined by sight and needs to be blanced with the length of the first word. Keep the line under half of the width of the word, around one third of the length of the word.

Freight Big Pro - SemiBold

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Heading Treatment

# Heading

# Typography

## Primary typeface:

# Neue Haas Unica

The characteristics of Neue Haas Unica convey a clean, approachable and progressive quality which is an important part of the direction of our brand. This font is to be used mainly for body copy and never main headings.

### Body

Neue Haas Unica is used for body copy and also where smaller headings are required that are more legible than Freight Big.

Neue Haas Unica - Bold

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Neue Haas Unica - Medium

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Neue Haas Unica - Light

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

# Typographic heirarchy

The uses of typography on the left best show the intended heirarchy of typography when applied to marketing material.

## **Freight Big**

Please note this has a minimum size of 22 pt/px

## **Neue Haas Unica**

Please note this has a minimum size of 7 pt/px

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FreightBig Pro - Semibold | 60pt

# Heading 1

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FreightBig Pro - Semibold | 44pt

## Heading 2

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FreightBig Pro - Semibold | 22pt

### Heading 3

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Neue Haas Unica - Bold | 16pt

#### **Body 1**

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Neue Haas Unica - Light | 11pt

Body 2

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Neue Haas Unica - Light | 7pt

Body 3

# Typography system typefaces

Georgia and Helvetica are our system typefaces and should be used whenever FreightPro or Neue Haas Unica are not available. These are both safe for all Microsoft applications, email, HTML and digital platforms.

## Headings

Georgia regular is to be used for headings.

## Body

Helvetica light and bold is to be used for body copy.

## Headings

Georgia - Regular

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

## Body

Helvetica - Bold

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Helvetica - Light

A B C D E F G H 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 i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

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# System typefaces typographic heirarchy

The uses of typography on the left best show the intended heirarchy of typography when applied to any system template.

## **Georgia**

Please note this has a minimum size of 16 pt/px

## **Helvetica**

Please note this has a minimum size of 7 pt/px

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Georgia - Regular | 40pt

# Heading 1

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Georgia - Bold | 30pt

## Heading 2

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Georgia - Regular | 16pt

### Heading 3

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Helvetica - Bold | 14pt

#### **Body 1**

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Helvetica - Light | 14pt

#### Body 2

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Helvetica - Light | 11pt

#### Body 3

# Internal document example

The example below best illustrates how to use typography in an internal document.



**III Genia**

## Clinic 1: LSI 1 Results and Tool Overview

**Purpose**

After successful completion of this clinic, you will be able to identify the orientations and 12 styles of the LSI Circumplex, record your personal LSI and restate the stages of emotional reaction.

**Reason**

This clinic is designed to build participant knowledge of the background, purpose and use of LSI for self-development.

**Learning outcomes**

After successful completion of this clinic, you will be able to:

1. Identify the 4 orientations and 12 styles of the LSI Circumplex.
2. Describe your own personal LSI Circumplex, including orientations, primary and secondary styles, strengths, and areas for potential development.

**Competency statement**

To achieve level 1 competency, you are required to complete a multi choice written test, achieving a minimum 80% pass rate.

Frontline Leadership Development Program | 07.07.21 | 7

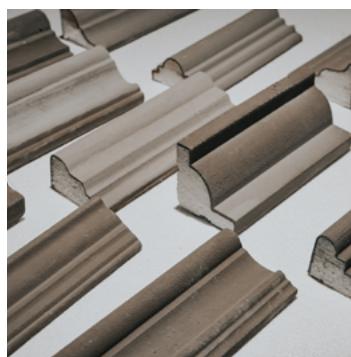
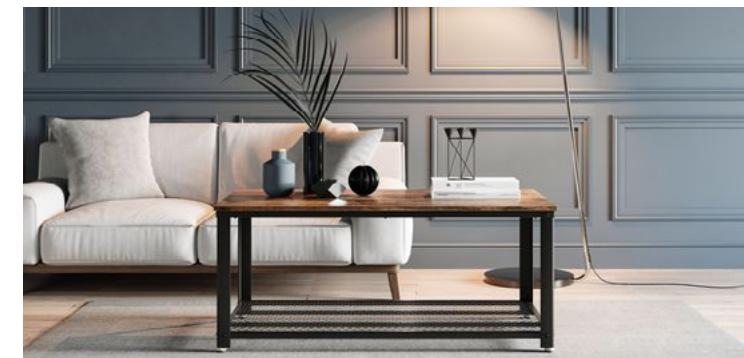
# Photography: People

Underpinned by our core brand values, It reflects our people, their personalities and passion. Always photographed with natural expression and warmth, it reflects our expertise, curiosity and skill to provide a product that is true and authentic in it's form.



# Photography: Product & insitu

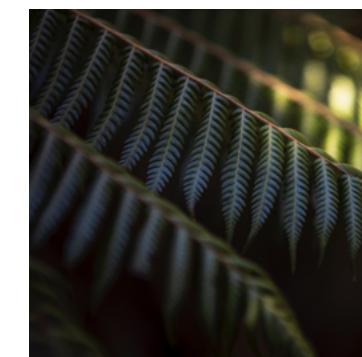
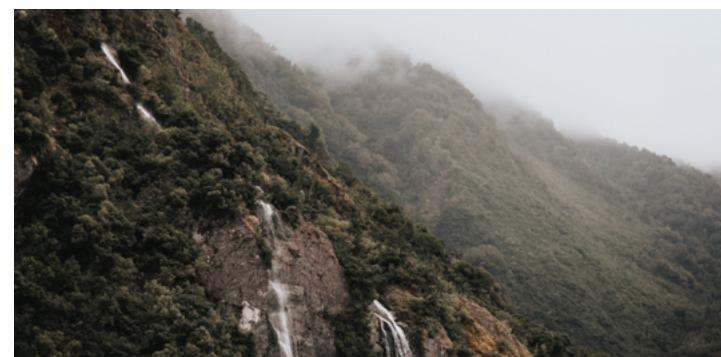
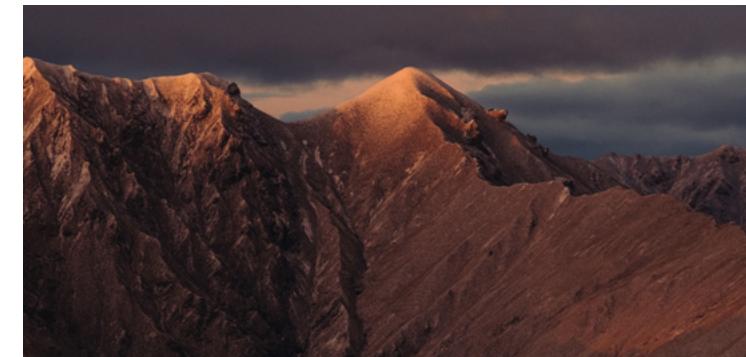
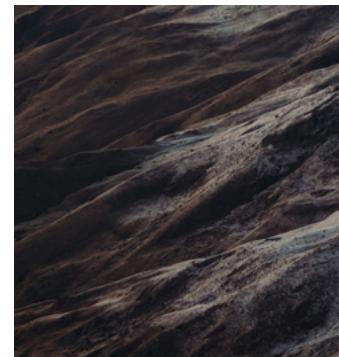
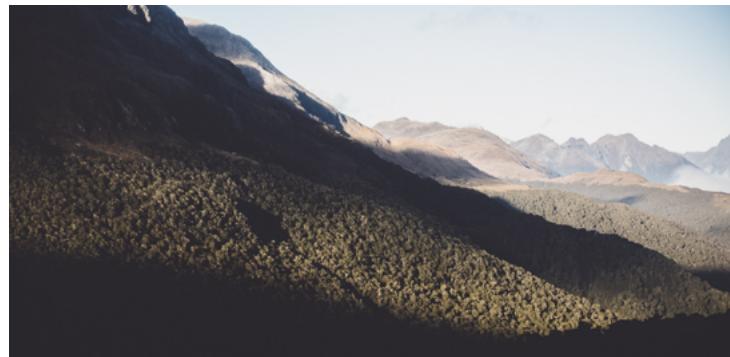
The photography style will showcase the Genia products in a way that is inviting and engaging, show the warmth of the space and the potential of the product used to bring it to life and give it personality.



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# Photography: Organic

Reflecting the rich texture and tapestry of our nation and more specifically the local area, with a nod to the environment, it's raw, natural beauty and the tones that compliment the Genia brand and it's story.

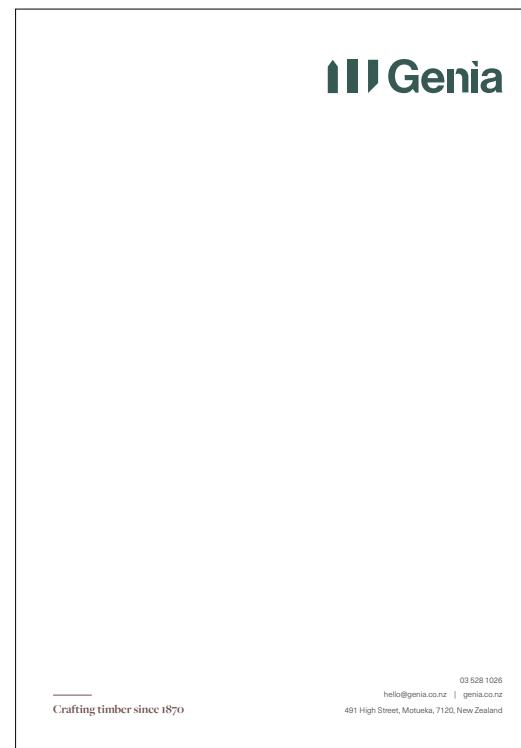


# Stationery

Business Cards



Letterhead



# Powerpoint template



Peliquam, sitas destore optatur aut odianti ori. Satiem ia aci facrei ingulos horum omnium nihilicit quidem atuperec etestem in venu audes re quodit, num ni tam hostion sutorus nostocum hocum aus aust ventil voludet etre, quam pricules aperc inus, tebaria defrem sa peremus clorem in tc intillem haequonsum atio, concere

III Genia



Peliquam, sitas destore optatur aut odianti ori

Tem nusam nobita i in cum, to te rest, qui illoque conse et dus aut quistis occae et magnam simimicnos aut ut uniores re aliquidem quat stur arunt a que quidens deni apeloid ut aut fuga.

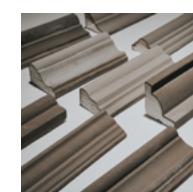
III Genia



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III Genia



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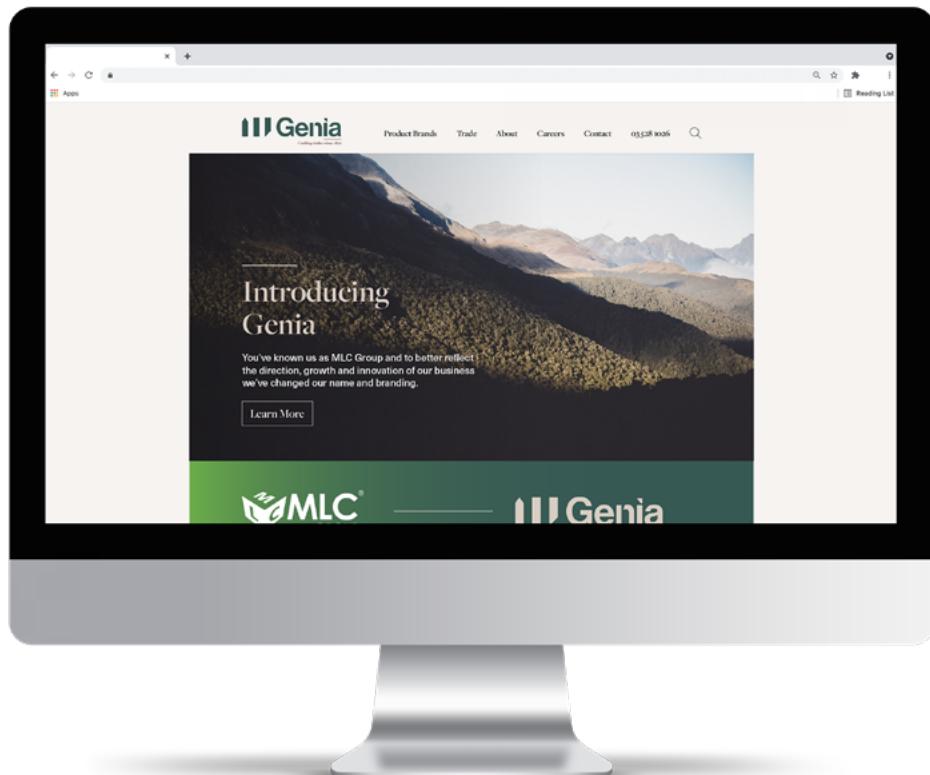
Emi natus nobita i in cum, to te rest, qui illoque conse et dus aut quistis occae et magnam simimicnos aut ut uniores re aliquidem quat stur arunt a que quidens deni apeloid ut aut fuga.

Emi natus nobita i in cum, to te rest, qui illoque conse et dus aut quistis occae et magnam simimicnos aut ut uniores re aliquidem quat stur arunt a que quidens deni apeloid ut aut fuga.

III Genia



# Website



Introducing Genia

You've known us as MLC Group and to better reflect the direction, growth and innovation of our business we've changed our name and branding.

Learn More

We are Genia

A New Zealand business firmly grounded in the local Manuka area and crafting timber products since 1970.

And for the past 27 years we've been bringing products that are the foundation behind some of New Zealand's most iconic buildings. Products that are built to last, have a unique and bold character to both interior and exterior spaces and Genia allows us to continue to do what we do best - bring you the highest quality, most inspiring, most meaningful and most meaningful products that are purposeful, considered and unexpected.

Learn more here

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Genia Brands

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Contact our marketing representative for more information.

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Head of Marketing

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