

## Genelec logo

The Genelec logo has been in use since 1978. The logotype is modified from a sans serif originally designed by Ronald Arnholm. Only use logo files authorized by Genelec.

The preferred colour is Genelec green. The smallest sizes are 20 mm or 100 pixels of width.

Place logo on a photo only as a last resort option. In such cases, choose a dark and uncluttered image.

On white



GENELEC®

On black



GENELEC®

On Genelec green



GENELEC®

On photo



GENELEC®

**Genelec logo**  
with slogan

Whenever needed, the Genelec slogan "The sonic reference" can be placed below the Genelec logo. The safety area remains the same.

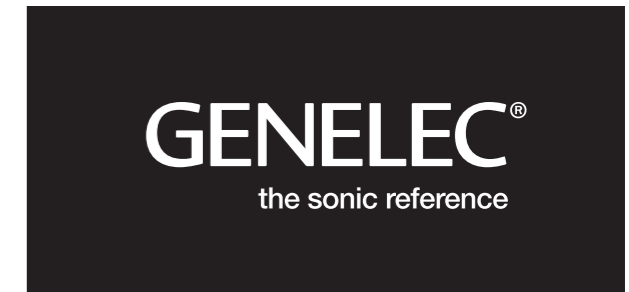
The preferred colour of both logo and slogan is Genelec green. The smallest sizes are 30 mm or 150 pixels of width.

Place logo on a photo only as a last resort option. In such cases, choose a dark and uncluttered image.

On white



On black



On Genelec green



On photo



**Genelec logo**  
Safety area and placement

No elements are allowed within the marked safety area.

Generally, the logo is aligned to bottom right and leaves considerable space to the upper edge. In the web, the logo is aligned to top left.

**Safety area**



**Slogan**

Helvetica Neue LT Std Medium  
In Genelec green  
Kerning -20%



**Placement**

On paper



Digital applications



## Colours

### Genelec green

The Genelec green is our brand colour and it has been carefully selected.

When working with colours, up-to-date colour reference tools should be used. Whenever possible, use Pantone® approved color books and swatches.



#### CMYK

Coated	<b>C 95</b>	<b>M 30</b>	<b>Y 75</b>	<b>K 5</b>
Uncoated	<b>C 82</b>	<b>M 9</b>	<b>Y 94</b>	<b>K 9</b>

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#### Pantone Matching System

Coated	<b>341 C</b>
Uncoated	<b>356 U</b>

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#### Screen

RGB	<b>R 0</b>	<b>G 122</b>	<b>B 83</b>
HTML	<b>007a53</b>		

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#### RAL

D2 Design	<b>160</b>	<b>40</b>	<b>45</b>
K5 Classic	<b>6036 Pearl Opal Green</b>		