

Gernétic

New Corporate Identity



PROTECTION AREA

The corporate identity manual establishes a protection area around the logo. This area should be free of graphical elements that interfere with their perception of the brand. This protection area should be at least equal to the height of our capital letters (GER), this height is marked on the picture with the letter P.

Regarding centring the image in documents and products we must consider the width of our logo from the beginning of the brand name to the end of the seagull.



1.)



4.)



2.)



5.)



3.)



6.)



7.)



LOGO ALTERATIONS and INCORRECT APPLICATIONS

GERnétic corporate image is an example of the company's identity and as such, a public performance of it, so it cannot be subject to improper use. It can only be used as shown in this manual, being so, the following uses or alterations are totally prohibited.

1.- Do not center the Seagull

2.- Do not center 'INTERNATIONAL'

3.- Do not invert the logo symbol

4.- Do not alter logo symbol

5.- Never present the logo in 2 colours

6.- Do not change the size relationship between the logo symbol and the logo type

7.- Never change proportions vertically or horizontally

A sharp and clean image
needs a sharp and clean typeface
ArcherPro - Light



THE CHOICE OF TYPEFACE

ArcherPro

The typeface that we use is called ArcherPro, a modern typography, based on the 1950 's the period when our elegant brand was created with a young dynamic touch. ArchePro is used throughout our range of products and external communications. It was chosen for its clarity typography, modernity and good readability.

For internal communications, emails, documents and so on, we will use Georgia and Arial, a standard typeface that can be found on most computers nowadays.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ArcherPro - Thin

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ArcherPro - Light

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ArcherPro - Book

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ArcherPro - Medium



**TYPEFACE
OPTIONS**

The font used in the various documents by Gernetic should follow well-defined performance parameters, this achieving the aesthetic standards and uniformity that allow us to organize all documents in a recognizable and identifiable way with the company.

TITLES

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial (regular & regular italic)

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial (bold & bold italic)

BODY TEXT

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia (regular & regular italic)

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia (bold & bold italic)



**TYPEFACE ON
OUTLOOK & OFFICE**

Since ArcherPro is not found on most computers, being a professional design font, the following typefaces must be used:

- **Arial** and arial bold for titles and cover pages.
- **Georgia** and georgia italic for body text



Gernétic

PANTONE 871c
CMYK: 36C, 41M, 73Y, 10K



Face products

PANTONE 871c
CMYK: 36C, 41M, 73Y, 10K



Body products

PANTONE 877c
CMYK: 51C, 40M, 37Y, 2K



Sun products

PANTONE 171c
CMYK: 0C, 76M, 74Y, 0K



Men products

PANTONE 412c
CMYK: 66C, 69M, 64Y, 67K



Cabine products

PANTONE 175c
CMYK: 0C, 65M, 100Y, 60K



Spa products

PANTONE 301c
CMYK: 94C, 71M, 7Y, 0K



Natur Diet products

PANTONE 7504c
CMYK: 42C, 49M, 62Y, 13K



PANTONE
871c



PANTONE
171c



PANTONE
877c



PANTONE
175c



PANTONE
412c



PANTONE
7504c



PANTONE
301c



**THE GERNÉTIC
COLOURS**

A new colour code has been established to differentiate each range of products.

The colour palette for Gernétic identity system was chosen to represent earthly and natural qualities.

The main colour of the logo and to be used in our communication is gold.



Negative on solid background



White background



PANTONE 871c



PANTONE 871c



PANTONE 871c



PANTONE 871c



PANTONE 871c



PANTONE 871c



PANTONE 871c



COLOUR APPLICATIONS

Colour backgrounds
Colour treatments with acceptable backgrounds are shown as follows.

Negative application
There will be occasions when one colour only is permitted. On a white print surface such as this example the single print colour is black.



PRODUCTS

The new containers that have been chosen are more modern, made of white plastic, very clean and pleasant to touch. Products are packed using a colour code to differentiate each range, natural colours varying from gold, silver, coral...