Design Manual

Geno SA

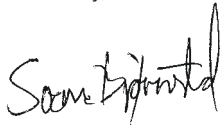# INDEX

Using the Design Manual

The company's visual profile is an important part of the company's identity. The Design Manual addresses the issue of company image, and how a coordinated design profile can help the company build an even stronger brand.

The Design Manual is primarily a tool for those who are involved in developing and implementing Geno's visual communication objectives. The purpose is to ensure recognition by our customers, employees, owners, collaboration partners and suppliers, and to help the company become even more visible and recognized. The goal of the manual is to help insure that the same clear and distinct image of the company is portrayed in all our communications in all contexts.

The Design Manual shall contribute to promote creativity and provide a fertile basis for good ideas. A thriving company must have a vibrant identity. Rules must be followed, but based on a creative perspective. All contacts and questions regarding Geno's graphic profile and use of this manual shall be directed to the following persons:

Mari Bjørke: mari.bjorke@geno.no   Mobile: +47 907 78 301
Cedric Øglænd: cedric.oglaend@geno.no   Mobile: +47 924 64 740
Jan Arve Kristiansen: jan.arve.kristiansen@geno.no   Mobile: +47 951 74 045

Sincerely,

Sverre Bjørnstad,
Managing Director

Geno shall be associated with the following company values:

Ambitious
Professional
Inspiring

GENO BRANDING MATRIX

	Norway	Daughter companies and franchises	Other markets	Alt. 1 UK	Alt. 1 USA, Canada, Italy, France, Germany, New-Zealand, Australia	Alt. 2 UK	Alt. 2 USA, Canada, Italy, France, Germany, New-Zealand, Australia
MARKET	Norway	Daughter companies and franchises	Other markets	**Alt. 1** UK	**Alt. 1** USA, Canada, Italy, France, Germany, New-Zealand, Australia	**Alt. 2** UK	**Alt. 2** USA, Canada, Italy, France, Germany, New-Zealand, Australia
SENDER (Graphic profile)	geno	XSIRES YOUR PARTNER IN CROSSBREEDING	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	HYVIG	HYVIG
PRODUCT	NRF Siden 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935	NORWEGIAN RED Since 1935
SUB-PRODUCT	HD GENOMICS™ REDx MbryO	HD GENOMICS™ REDx	HD GENOMICS™ REDx	HD GENOMICS™ REDx	HD GENOMICS™ REDx	HD GENOMICS™ REDx	HD GENOMICS™ REDx
CONSEPT	–	–	–	HYVIG	HYVIG	HYVIG	HYVIG
DISTRIBUTOR	geno	XSIRES YOUR PARTNER IN CROSSBREEDING	Distributor logo	Genus ABS	ABS	Genus ABS | NORWEGIAN RED	ABS | NORWEGIAN RED
PAYOFF	Avler for bedre liv	PART OF GENO GROUP	Breeding for better lives	Breeding for better lives	Breeding for better lives	HYVIG – It's simply MORE.	HYVIG – It's simply MORE.
WEBSITE	geno.no	xsires.com norwegianred.com spermvital.com etc.	norwegianred.com	hyvig.com norwegianred.com	hyvig.com norwegianred.com	hyvig.com	hyvig.com

1. DESIGN ELEMENTS

The Geno logo must be used in all contexts, when applicable/possible.

This is the only version that may be used. It must be reproduced with logo originals (using separate files) and no alternative combinations are permitted, except for the ones presented on the following page.

1.1 LOGO – VARIATIONS

A: 4-colours/CMYK version
CMYK: 40-20-20-100

B: 1-colour/black version
Black: 100%

C: Negative version
0%

D: 4-colours/CMYK version
CMYK: 40-20-20-100

E: 1-colour/black version
Black: 100%

A and D: 4-colours/CMYK version shall be used in all contexts in which the medium and the means of production permit it.
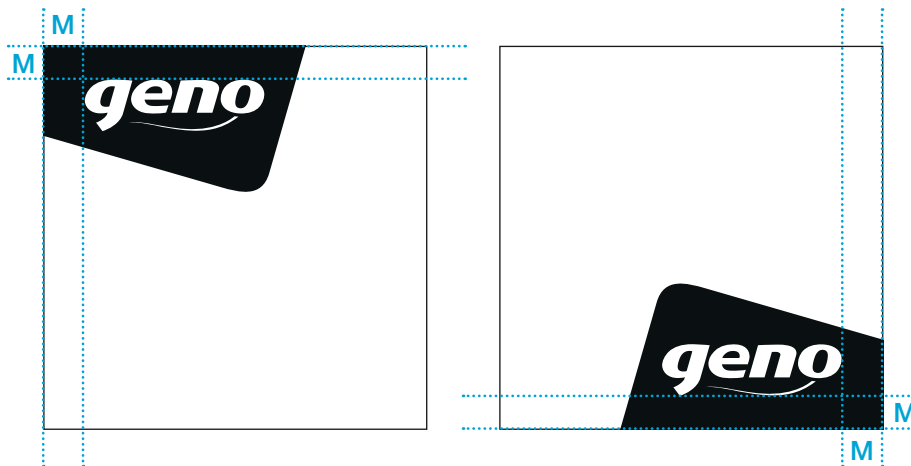
C: Negative image variations may be used for dark surfaces/ backgrounds.

B and E: Use in black/white productions, for example, black/white print.

1.1 LOGO – PROTECTIVE ZONE

Main version

Tag version

To ensure favourable logo placement, a protective zone is defined around the logo.

The protective zone is defined as the minimum distance to other elements. When placing the logo at the edge of a format, the minimum distance is also the minimum permitted margin.

The minimum distance **(M)** is defined as the width and height of the letter **«e»** in the logo. This rule applies to all variations of the logo.

NOTE: this is the minimum permitted distance; the more «air», the better.

SCALING OF LOGO

Scaling shall always be proportional. The logo must not be «stretched».

NORWEGIAN RED

Since 1935

NORWEGIAN RED

Since 1935

PRIMARY VERSION FOR INTERNATIONAL USE

Tem aspicium sum harum aut aut dolupti beatiur solo que pratem fugitatem dolupta que quaspist, etur?

Otaqui tecesecae. Et fuga. Vit, ut ex enihill utas eumet int duscium corepedit, que volore voluptianda doluptibus, andi beaquis cumqu. Agnieni ssimi, nos sed que nisitas eiciisit, consedi odi doluptatquae pre dolla quodis sum de libus si optibus, nisciaera nobit quo totatur?
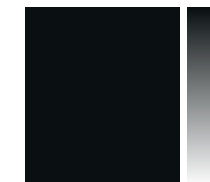
LOGO COLORS

This colours represent the main colour expression in the NRF/NR-profile. Toned-down versions of the colours may be used, for example, in text boxes and other contexts in which it is desirable to have a more subdued and subtle use of colours.

RED
PANTONE: 186 C
CMYK: 0-100-100-10
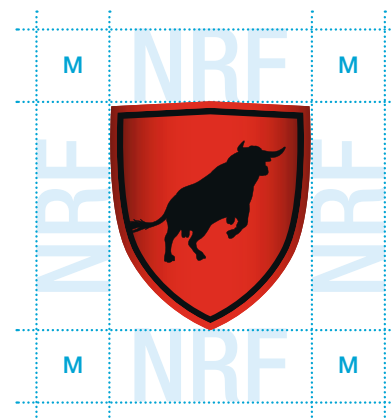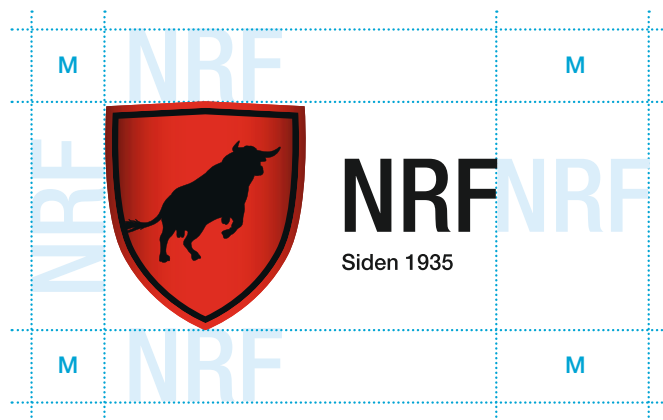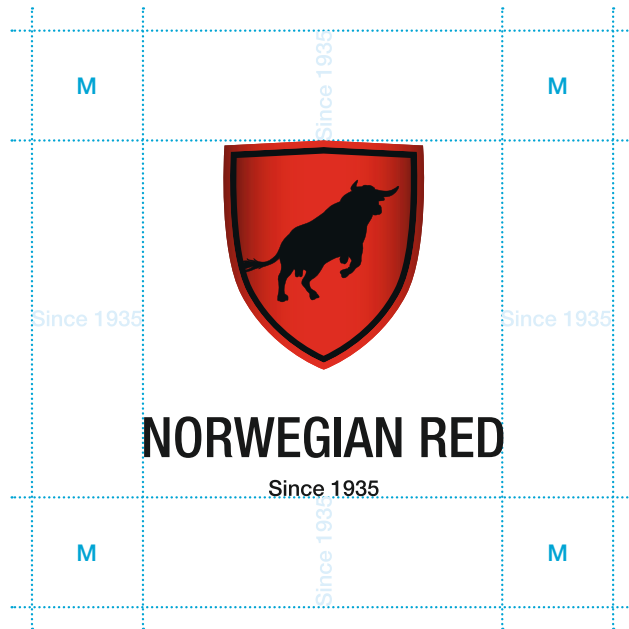RGB: 200-16-46
HMTL: C8102E

BLACK
CMYK: 0-0-0-100
RGB: 0-0-0
HMTL: 000000

BLACK SOLID
CMYK: 40-20-20-100

To ensure favourable logo placement, a protective zone is defined around the logo.

The protective zone is defined as the minimum distance to other elements. When placing the logo at the edge of a format, the minimum distance is also the minimum permitted margin.

The minimum distance **(M)** is defined as the width of the words **«Since 1935»** in the international logo, and as the width and height of the word **«NRF»** in the Norwegian logo. This rule applies to all variations of the logo.

NOTE: this is the minimum permitted distance; the more «air», the better.

SCALING OF LOGO

Scaling shall always be proportional. The logo must not be «stretched».

Geno is owned by 9000 Norwegian cattle farmers

Helvetica Neue LT Std

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

PROFILE FONT: HELVETICA NEUE LT STD

The profile font above shall be used in all marketing and for all commercial applications, including stationary such as letterhead, business cards, etc.
Helvetica neue shall be used in all external/ professionally produced printed materials. Examples of this include the following: ads, brochures and other advertisement and marketing material produced by advertising agency, newspaper or other design specialists.

ALTERNATIVE FONT: ARIAL

Arial may be used in self-produced materials such as template-based internal productions of letters, reports and Power Point presentations – or only in cases in which Helvetica neue is not available.

Geno's website uses a font specifically adapted for use on screen.

CURSIVE

Cursive letters must be avoided and should never dominate the typographical expression. The use of cursive letters should only be used to emphasize particular words in the main text.

Breeding for better lives

Avler for bedre liv

Geno's payoff (vision statement) exists in two languages and is developed as a design original. It is a fixed and defined design element. The design original shall always be used when using the payoff – other versions may not be used. The exception is when the payoff is a part of a running text.

The payoff may be used in both positive and negative image versions. Black or white backgrounds are preferred, when possible. Examples of the preferred placement of payoff is shown on the different materials presented in the manual. As a main rule, the size of the payoff should be smaller than the logo.

The preferred placement of **www.geno.no** (genoglobal.com etc.) is portrayed throughout the manual.

M
M

Breeding for better lives

Avler for bedre liv

NOTE: Payoff should only be used on surfaces with Geno's logo, but mostly not located directly adjacent to the logo. There is still appropriate to place payoff in direct correlation with the logo in some cases. It is recommended that the minimum distance to Logo **(M)**, defined as the width and height of the letter **"e"** are followed.

Breeding for better lives

Avler for bedre liv

Breeding for better lives

1. 4-colours/CMYK

Breeding for better lives

3. Grayscale

Breeding for better lives

5. 1-colour, black

Breeding for better lives

2. 4-colours/CMYK, **negative**

Breeding for better lives

4. Grayscale, negative

Breeding for better lives

6. 1-colour, negative

1st and 2nd
Main payoff version is a 4-colours/CMYK and should be used in all contexts in which the medium and means of production permit it. Negative image version may be used on dark surfaces.

3rd and 4th
Grey tone version for use in black/white productions, for example, black/white print. Negative image version for use on dark surfaces.

5th and 6th
One-colour versions. For use in contexts in which the medium and means of production only permit one-colour reproduction, for example, foliation, embroidery, embossing, etc.

Avler for bedre liv

1. 4-colours/CMYK

Avler for bedre liv

3. Grayscale

Avler for bedre liv

5. 1-colour, black

Avler for bedre liv

2. 4-colours/CMYK, **negative**

Avler for bedre liv

4. Grayscale, negative

Avler for bedre liv

6. 1-colour, negative

Geno SA
Storhamargata 44, N-2317 Hamar, Norway
Phone: +47 95 02 06 00
E-mail: post@geno.no
Org.nr: 970028935

www.geno.no

geno