



CORPORATE BRANDING guide

CONTACT



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Tyler, TX 75703



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LOGO USAGE

GENESIS COMPANY LOGO



This is our logo. Note the font type, colors, and of course, the ubiquitous Genesis dove.

LOGO USAGE

CLEARSPACE



Our logo should have plenty of room to breathe. The area around the logo is the “no fly zone.” Please don’t put any stuff in there.

LOGO USAGE

COLORS



On light backgrounds, use our full color logo.

LOGO USAGE

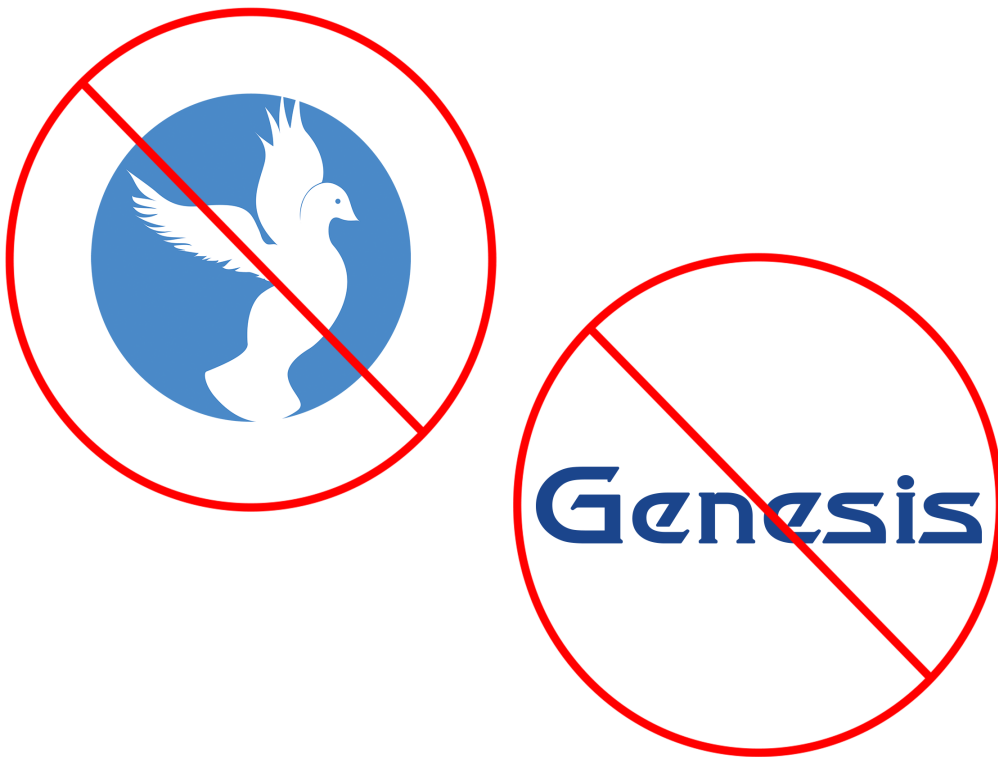
COLORS



On dark backgrounds, use our white logo.

LOGO USAGE

RESTRICTIONS



Please do not break up the logo. We like it all together. In rare instances, the dove-in-globe may be used in special circumstances with permission.

LOGO USAGE

RESTRICTIONS



Well that is just ugly. Our logo needs to be clear of busy or distracting backgrounds. Yikes.

BRAND SPECIFICATIONS

COLORS



PANTONE P 102-16 U
WEB: #1B458B

C: 100%	R: 27
M: 84%	G: 69
Y: 15%	B: 139
K: 3%	



PANTONE P 106-6 U
WEB: #488AC9

C: 72%	R: 72
M: 38%	G: 138
Y: 0%	B: 201
K: 0%	

BRAND SPECIFICATIONS

TYPOGRAPHY

Fira Sans ExtraLight

Fira Sans ExtraLight Italic

Fira Sans Regular

Fira Sans Medium

Fira Sans Medium Italic

Fira Sans SemiBold

Fira Sans Bold

Fira Sans Bold Italic

Fira Sans ExtraBold

Fira Sans ExtraBold Italic

Fira Sans Ultra

BEBAS NEUE BOLD

Source: <https://fonts.adobe.com/>



RESOURCES

DOWNLOAD LOGOS

<https://genesisworld.com/resources/media-kit/>

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