



**PROFESSIONAL LINE**

Brand Standards and Graphic Identity Manual





## Table of Contents

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Introduction .....	3
Brand position .....	4
Company name usage .....	5
Logo.....	6
Elements.....	6
Clearspace .....	7
Color versions .....	8
Improper usage.....	9
Minimum size .....	10
Tag lines .....	11
Approved versions .....	12
The Genie Man.....	13
The Genie Man: Registered mark .....	14
The Genie Man: Orientation .....	15
The Genie Man: Visibility .....	16
Colors.....	17
Specialty Versions.....	18
Trademarks .....	19
Digital requirements, including website linking to Genie .....	20



### Introduction – Branding 101

**B**rand guidelines are, in essence, a company's Owner Manual on how to properly use and care for the brand. Brand integrity can be fragile and easily spin out of control or even "break" if guidelines are not adhered to.

That's because corporate identity is more than just a logo. It is the highly visual face of the products and people that make up The Genie Company. Images & descriptions contained herein represent the collective identity that creates the public recognition of the company itself, its products and services, & the team members who drive them. They not only distinguish Genie from obvious competitors but convey messages & perceptions to external & internal audiences alike.

In biological terms, the brand guidelines contain the DNA that makes the brand unique in a world of countless products and choices from which consumers have to choose from.

The Genie Brand Standards Guide is to be referenced by anyone who touches the brand, internally or externally, and is a living, breathing document that will be revised & reissued whenever deemed necessary. Through consistent use, Genie products, dealers, wholesalers, and associates will be seen as part of the greater whole which is Genie, one of America's most recognized brands across all product categories.

For further clarification or additional information as needed, contact the Genie marketing department:

[geniemarketing@geniecompany.com](mailto:geniemarketing@geniecompany.com)



### **Our Cause**

Produce high-quality, dependable garage door openers and accessories for residential and commercial applications that can be relied upon to keep people and their possessions safe and secure while providing the ultimate in convenience and value.

Genie's customer support of homeowners, dealers, and retailers is the industry best, and is one of the main reasons why Genie is so well recognized in all markets and channels.

### **Our Brand Position**

For discriminating homeowners, The Genie Company, one of America's most recognized brands, continues to provide smart, dependable, and innovative garage door openers and accessories with reliable professional service since 1954.

### **Our personality**

- Honest
- Friendly
- Knowledgeable
- Innovative
- Accommodating

It is critical to keep the brand positioning in mind when developing communication materials for tone, verbiage and visuals.



All use of Genie-owned trademarks by authorized dealers and wholesalers is governed by this Genie Brand Standards Manual. Only those recognized by Genie as authorized Genie sellers are permitted to use the Genie Company trademarks and content herein.

### Correct usage:

1. When referring to The Genie Company products, use "Genie" as an adjective describing the brand of product.

"Genie® Model 4064"

2. When referring to the whole company, including its other brands, use The Genie Company or Genie, as appropriate.

"The Genie Company announced today..."  
(no ® required if using as a reference to the company itself)

### Incorrect usage:

- The Genie
- Genie man
- Genie Company  
(except as suffix in email address: @geniecompany.com)

Further Correct-Usage Examples:

***The next generation of Genie® garage door openers offers more power, features and reliability.***

***In 1958, Genie engineers brought about the innovation of the first direct drive screw opener.***

***The Genie Company is a market leader in design, safety and reliable service.***

Note: In general, it is appropriate to only use the registered mark ® or trademark ™ in the title and first mention of it in the sell sheet, article, press release, etc. It is not necessary to add these marks repeatedly in every instance that the brand name appears in the same document.



## Logo: Elements

The Genie Company 'race track' logo is the most visible and recognizable element of The Genie Company identity. It is specially designed and should always be the dominant element of the identity. It is improper to use The Genie Company logo in any manner that has not been approved.

The elements of the Genie registered trademark are an outside "metallic" gradient enclosing a red background gradient, the white logotype with a black drop shadow and a "Genie" logo over the "N". A black drop shadow gradient for the entire trademark is optional.

The registered ® symbol, positioned to the right of the 'E' must always be visible when using The Genie Company Logo.

### Registered Mark

### Genie Man inset over the 'N'

### Red background gradient

### White word type with black drop shadow

### Metallic gradient outer stroke

### Black drop shadow (Optional)

Use of drop shadow is optional, typically used in situations to help highlight the logo, set it off from a background and/or create a sense of depth.



## Logo: Clearspace



The Genie Company logo should never compete visually with other foreground graphical elements or text. Minimum clearspace has been established (X).

Clearspace (X) is equal to the height of the center bar of the “E” in the Genie logo. Never use less than the minimum clearspace around the logo. Clearspace is relative to the size of The Genie Company logo.





## Logo: Color Versions

The seven approved color applications of the Genie trademark are indicated with their color specifications.

### TRADITIONAL LOGO



4-color

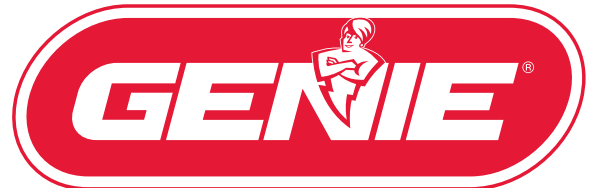
c00 / m100 / y75 / k04

### LOGO VARIATIONS



3-color / flat

red - pms 186c / "Genie" fill & border - pms 421 / black



1-color Red

red - pms 186c



1-color Black

pms or process black



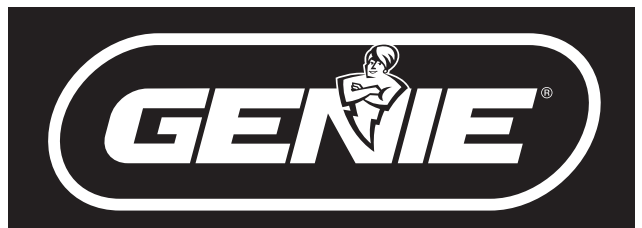
3-color / flat (Powerhead labels)

red - pms 186c / "Genie" fill - pms 421 / black  
border - black



1-color positive

pms or process black



1-color reverse

white / black background does not print





### Genie Logo “Do Nots” & Examples

1. Do not use any other colors for the Genie® logo.
2. Do not distort it vertically or horizontally.
3. Do not put it on a background other than approved versions.
4. Do not display logo without ‘race track’ shape element.
5. Do not orient in any way other than horizontal

#### 1. Unacceptable Colors

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#### 2. Unacceptable Distortion

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#### 3. Unacceptable Patterns / Backgrounds

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#### 4. Missing “Race track” element

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#### 5. Unacceptable Orientation

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## Logo: Minimum Size

The Genie® logo should be large enough to ensure it is legible, even at reduced sizes. This is ensured by establishing a minimum size which refers to the width of the logo. There is a print (printed materials) and pixel (on screen) minimum size requirement.

### Minimum Sizes

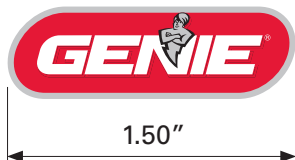
#### Print



#### Digital



For embroidered clothing and other imprinted wearables, maintain minimum sizing of 1.50" (dependent on vendor capability)



Embroidered color recommendations:

4-color / flat

"Genie" fill & border - pms 421

"Genie" type - pms white

"Genie" type shadow - pms black

background red fill - pms 186c

If it is necessary to use the Genie logo smaller than 1.00" where there is not enough space, such as on a small pen or for tightly stitched embroidery where the Genie mascot will be distorted, the following marks are acceptable.



Note: These are the only few rare instances where the Genie mascot is not in the "N" or race track is not used.

## Logo: Tag lines

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There are five approved tag lines for use with the Genie trademark: one for general advertising, one for the Genie professional and commercial product lines (literature, packaging, etc.) one for factory authorized dealers and one for authorized wholesalers. These tag lines are to follow the proportions, specifications and placement between ruled lines indicated here.

### advertising tag line

copperplate bold  
112% character width  
tight character spacing



**THE BRAND YOU TRUST**

### professional product tag line

copperplate bold  
100% character width  
open character spacing



**PROFESSIONAL LINE**

### commercial product tag line

copperplate bold  
100% character width  
open character spacing



**COMMERCIAL LINE**

### garage door openers tag line

copperplate bold  
100% character width  
tight character spacing



**GARAGE DOOR OPENERS**



**Logo: Approved Versions**

**4 COLOR / 3 COLOR  
/ 1 COLOR  
with no taglines**



**BLACK AND WHITE  
with no taglines**



**FULL COLOR  
with taglines**



THE BRAND YOU TRUST

**BLACK AND WHITE  
with taglines**



THE BRAND YOU TRUST



PROFESSIONAL LINE



PROFESSIONAL LINE



COMMERCIAL LINE



COMMERCIAL LINE



GARAGE DOOR OPENERS



GARAGE DOOR OPENERS

## Logo: The Genie Man

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The Genie® Man is available for limited usage as a stand-alone or design element. He is an integral part of one of America's most recognized brands and should be used with very careful discretion. It is improper to use the Genie Man in any manner that has not been approved.

There are three approved versions and they are indicated below with their application guidelines.

### TRADITIONAL

black outline with  
black gradation fill



### ALTERNATE 1

black outline with  
solid white fill



### ALTERNATE 2

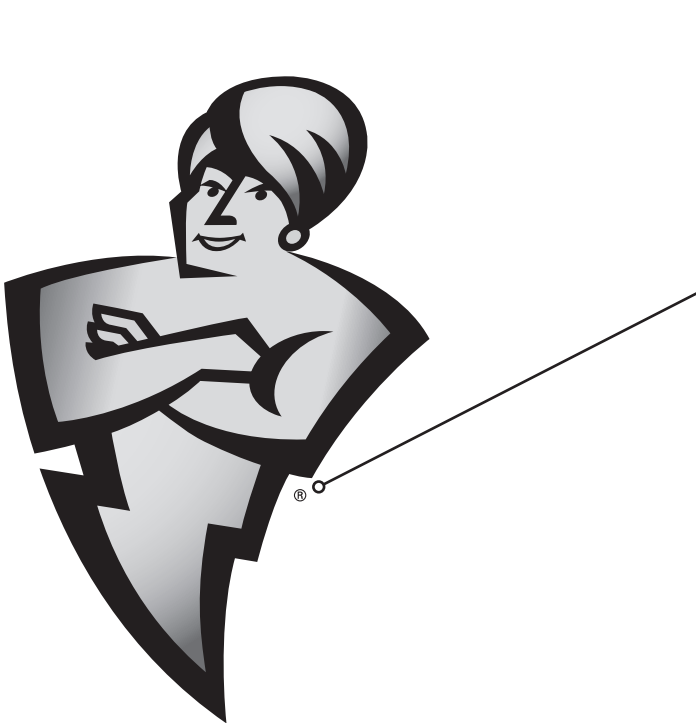
black outline with  
solid PMS 421 fill



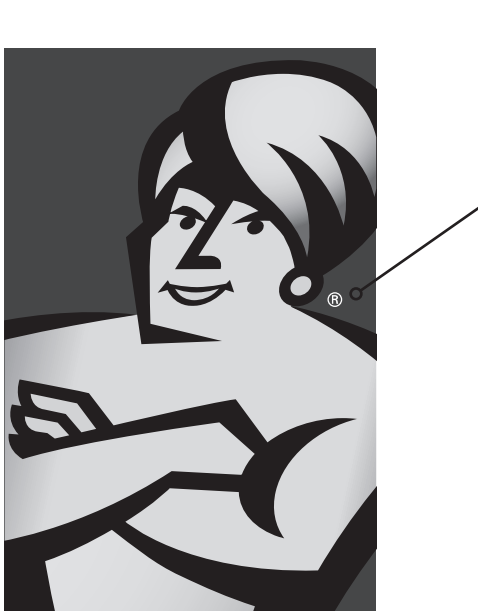


## Logo: The Genie Man - Registered Mark

Always display the Genie® Man with registered ® mark under the left elbow.



If displaying the Genie® Man cropped or the area by left elbow is obscured, an alternative placement of registered ® mark is to the right of mascot's left ear.



The Genie® Man should only appear straight up and down, facing to the left.



Never flip or orient the Genie® Man in any other way.





## Logo: The Genie Man - Visibility

If cropping the Genie® Man, ensure the face is not cropped and is always recognizable.



Never obscure the Genie® Man when displaying as a design or background element .

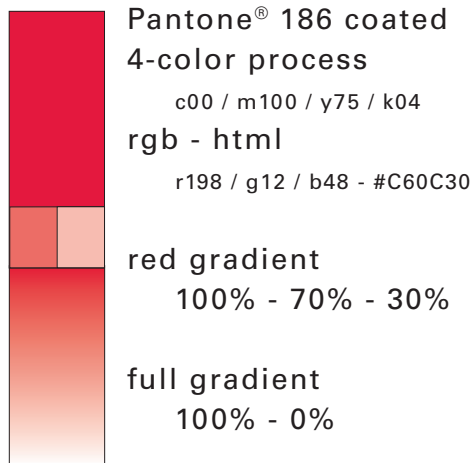




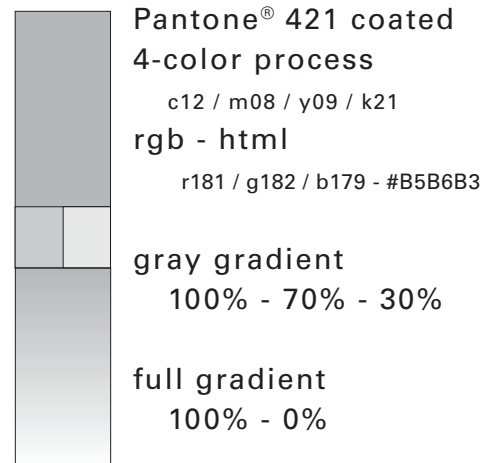


The approved color usage of the Genie corporate red is indicated with its PANTONE® Matching System, 4-color process, rgb and html web applications.

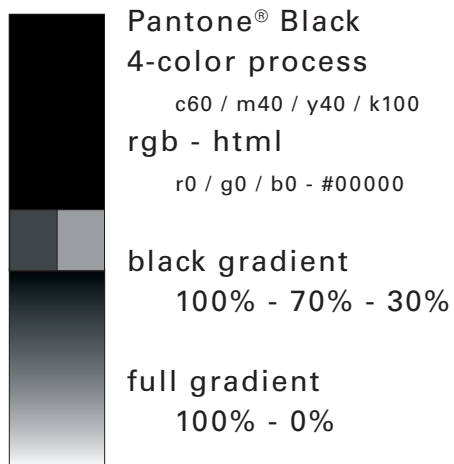
### corporate red



### corporate gray



### corporate black





## Logo: Specialty Versions

The following logos are for use on the Genie website and on other appropriate collateral materials and can be used by channel partners depending if they meet certain purchase requirements set forth in other documents. Anyone wanting to use it should contact the Genie marketing department or their District Sales Manager for more information.

### Dealer Locator Genie Man icons



### Parts & Accessories logo





Below is a listing of the Genie Company associated trademarks and their respective trademark symbol requirements.

**PROFESSIONAL & RETAIL**

**REGISTERED TRADEMARKS**

- Aladdin Connect®
- Genie®
- GenieMaster®
- Intellicode®
- Perfect Stop®
- Safe-T-Beam®



- Genie Man

**TRADEMARKS**

- GenieSense™
- Illuminator™
- MachForce™ Connect
- Safe-T-Pulse™

**PROFESSIONAL ONLY**

**REGISTERED TRADEMARKS**

- EZ Limit®
- IntelliG®
- MultiVolt®
- ReliaG®
- TensiBelt®




Digital media includes any online activities such as websites, search engine marketing (SEM), social media and online business directories.

- Complete trade name and Genie® logo must be prominent. Any use of Genie® logo and trade name other than as stated in these guidelines is strictly prohibited.
- Those dealers and wholesalers with a website are expected to maintain a Genie brand presence on the home page, which includes at a minimum the official Genie or partner brand logo. (This presence should be equal to or greater than that of any other competitor of the Genie opener & accessory brand.)
- Dealer websites should link to [www.geniecompany.com](http://www.geniecompany.com)
- Your company website must not look the same such as to create an impression that your business is The Genie Company
- Your company name cannot give the impression that your business is The Genie Company

### Website linking

By including a link on your company website to the Genie® corporate website, you will increase your rankings on search engines such as Google, Yahoo, Bing, etc.

As a Genie dealer, we encourage you to link to our website and no special requests are needed to do so.



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