



BRAND STANDARDS MANUAL

Brand Guidelines

GENASYS.COM



Introduction

These Brand Guidelines specify the elements of Genasys' visual identity system. Each element has been carefully developed to express and support the most vital aspects of Genasys as an organization. As such, it is essential that these elements be used consistently in accordance with these standards. If you have any questions about the usage and application of these guidelines, please contact the marketing department.



Table of Contents

01

Brand Foundation

Brand Positioning
Key Messaging

02

The Logo

Logo Principles
Logo Application
Logo Use & Misuse

03

Color Palette

Brand Color System

04

Typography

Brand Typeface
Typography Hierarchy

05

Brand Elements

Digital Avatar Guide
Visual & Graphic Elements

06

Application & Use Cases

Website
Digital Media
Social Media
Collateral
Poster
Pop-up Banner
Environmental Graphics
Swag Items

07

Co-branding System

Genasys
Genasys Protect
LRAD

08

Genasys Protect

The Logo
Logo Application
Use Cases
Product Categories

09

Genasys LRAD

The Logo
Logo Application
Use Cases



BRAND POSITIONING

Brand Foundation

Our messaging is designed to establish stature and credibility. We should consistently and confidently tout our powerful network solutions, incident visibility, response, and coordination.

We prepare customers for the unexpected, and persistently **ready when it matters.**

KEY MESSAGING TAGLINE

Ready when
it matters.



BRAND POSITIONING

Brand Foundation

“Ready” means more than just being prepared. Ready is the confidence that comes from knowing your response plans have been fully tested and are backed by a partner with more than four decades of front-line experience.

Ready means tapping into a wealth of trusted data sources that give you unmatched real-time visibility into your people, your assets, and your environment. Ready is filtering out false alarms and reacting to real threats faster.

Ready means knowing you can handle any situation, from predictable disruptions to large-scale, unexpected events. Ready is upholding your duty of care by keeping the right people safe and informed. Ready is knowing your message will be heard.

Ready means constantly evolving, using data and insights from one incident response to fine-tune how you will approach & drive better, more efficient outcomes in the next.

With Genasys, you’re ready when it matters.

KEY MESSAGING TAGLINE

Ready when it matters.



BEHIND THE LOGO

Logo Principles

The logo embodies dynamic principles of the brand. The logo mark visualizes various entities of the brand’s functions and solutions: Data-led evacuation, network data, targeted alerts & human reach.



Data-led evacuation

The tensioned center of the emblem represents the critical event, while the 3 layered quadrants extract outward from the center/event, towards the exterior entailing an evacuation from an aerial perspective.

Network Data

Genasys has a vast range of technologies + networks in which perform through utilizing real-time data collections. The logo mark visualizes a network of data collecting towards the center, in order to capitalize on the innovative technologies.

Targeted Alerts

The logo mark holds a tensioned center inside a circle, unveiling a target entity. The target visual symbolizes the targeted alerts dispersed to various locations in state of emergency.

Human Reach

The logo mark is made up of line work that illustrates a thumb print. The thumb print drives the purpose of the safety tech: people. Alerts are spread from the source to anyone anywhere within reach, therefore alerts fall into the hands of many.



CLEAR SPACE + MINIMUM SIZE

Logo Application

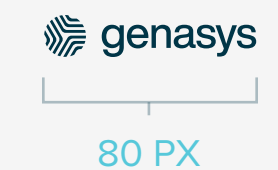
To assure proper treatment, the logo should always be displayed with a generous area of clear space around it, therefore no surrounding elements interfere with logo. The minimum amount of clear space is defined by the height and width of the logo elements within. The stacked logo clearspace is based on the height and width of the 'g' in the logotype. The horizontal logo references the emblem to ensure ample clear space.

The minimum size of the logos are outlined in order to maintain legibility at a small scale.

STACKED LOGO



HORIZONTAL LOGO



LOGOMARK USAGE

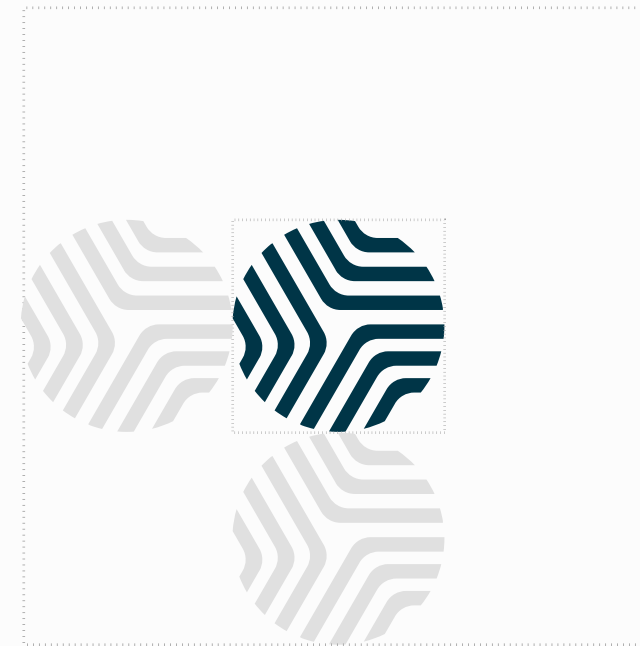
Logomark Application

To assure proper treatment, the logomark should always be displayed with a generous area of clear space around it. The minimum amount of clear space is defined by the height and width of the emblem itself.

The minimum size of the logomark is 20 pixels in order to maintain legibility at a small scale.

The logomark in green is only to be used for digital platforms as an avatar. [See page 13 for further explanation on avatar guidelines.](#)

LOGOMARK



DIGITAL IDENTITY AVATAR



LOGO APPLICATION

Logo Guidelines

The Genasys logo can be used on approved images or backgrounds, and overlaid on any of the brand’s colors. When placing the logo, make sure there is adequate contrast, and the logo retains legibility.



Acceptable Usage



Incorrect Usage



COLOR SPECIFICATIONS

Color
Palette

Our core color palette is how we express the Genasys brand in the most direct and dynamic way. Consistent and careful use of our color palette will help ensure that it becomes a recognizable feature of our brand. Our primary colors are Genasys Navy, Green and White. Light Blue, Charcoal and Cool Gray are utilized as accent colors with a sparing application.

Genasys Navy	Genasys Green	Light Blue	Charcoal	Cool Gray	White
HEX: #163443	HEX: #ABCF38	HEX: #56C8DA	HEX: #262A2D	HEX: #D9D9D9	HEX: #FFFFFF
RGB: 22, 52, 67	RGB: 171, 207, 56	RGB: 86, 200, 218	RGB: 38, 42, 45	RGB: 217, 217, 217	RGB: 255, 255, 255
CMYK: 90, 70, 51, 47	CMYK: 41, 0, 85, 0	CMYK: 57, 0, 15, 0	CMYK: 0, 0, 0, 89	CMYK: 0, 0, 0, 27	CMYK: 0, 0, 0, 0
PMS: 2189	PMS: 2290 C	PMS: 630	PMS: 179-14 C	PMS: 179-4 C	

BRAND TYPEFACE

Typography

The primary font for Genasys is ITC Avant Garde Gothic. It is a clean and simple geometric sans serif that presents our brand in a modern light and compliments branded visuals. The ITC Avant Garde Gothic type family may be utilized for all branded applications.

For day-to-day communications, Century Gothic is acceptable for all desktop needs. This font is extremely similar to our primary font and available in any desktop suite.

Bold
Medium
Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ITC Avant Garde Gothic **PRIMARY TYPEFACE**



BRAND TYPEFACE

Typography Hierarchy

The primary font for Genasys is ITC Avant Garde Gothic. Following the recommended usage of font weights is vital in establishing a clear hierarchy in applications.

H1 | HEADLINE
Bold

H2 | SUBHEAD
Medium

P1 | PARAGRAPH
Book

CTA | BUTTON
Bold

Ready when it matters.

Ready means knowing you can handle any situation, from predictable disruptions to large-scale, unexpected events

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Learn more



BRAND ELEMENTS

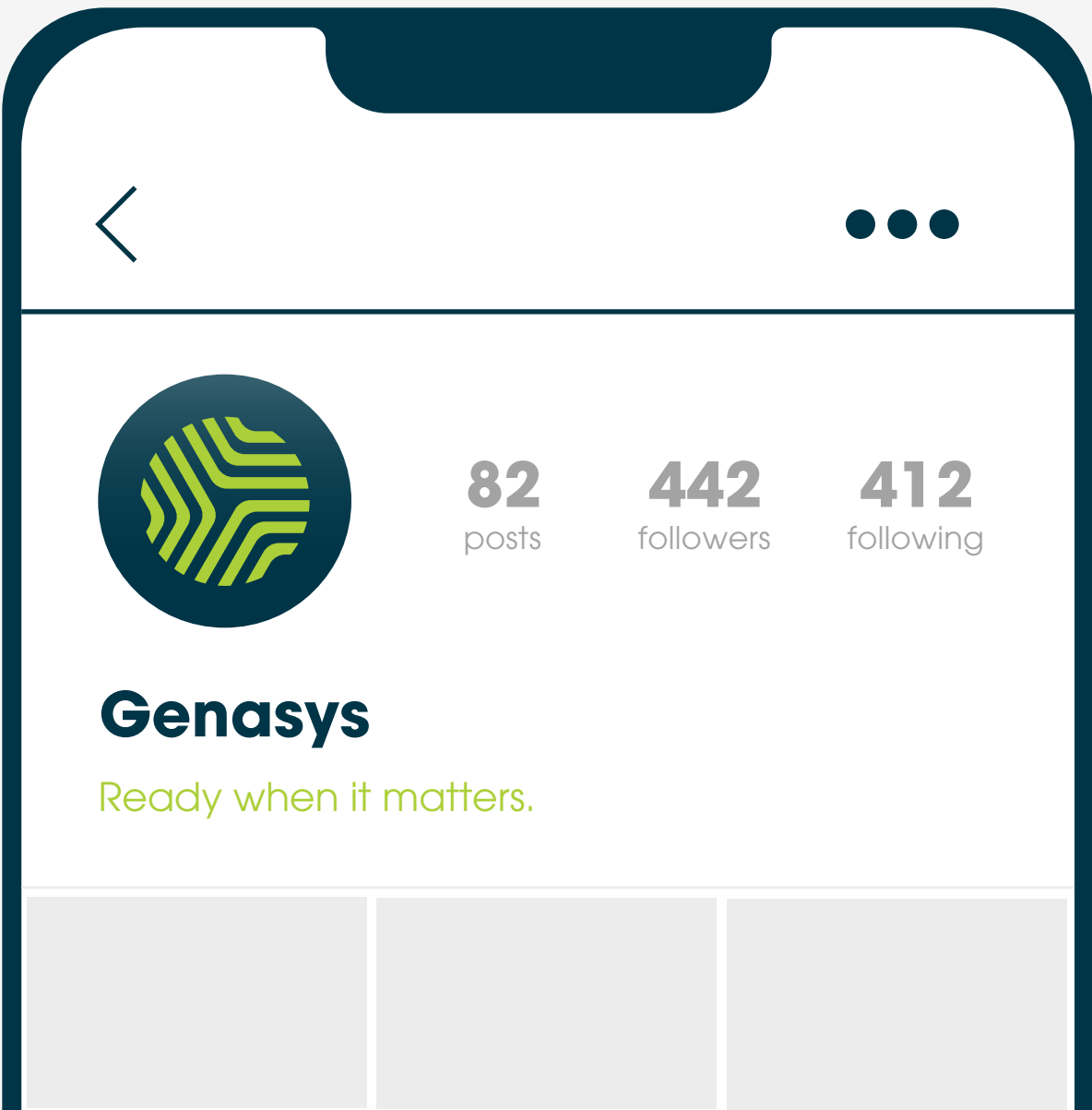
Digital Avatar

Digital identity avatars utilize the logomark in Genasys Green, for a striking appearance when standing on its own. Social media and the Genasys application platform are instances of such usage. This is the only scenario where the logomark may be colored green. Logo clear space is not applicable due to limited space in such circumstances.

APP IDENTITY



SOCIAL IDENTITY



BRAND ELEMENTS

Branded Graphics

Recognizable elements of the brand’s visualization, are graphic treatments derived from the logomark. These elements can be applied to backgrounds or images to drive a cohesive brand appearance.

To further identify tiers of the brand, backgrounds that align with ‘plan,’ ‘act’ and ‘optimize,’ may be utilized. [See pages 33–35, for further guidance.](#)

These treatments are to be subtle, and low in opacity in order to reflect branding without interrupting content.



Use Cases & Applications

The following use cases are examples of how the Genasys brand expresses it's identity through various mediums, including digital, print, and swag opportunities.



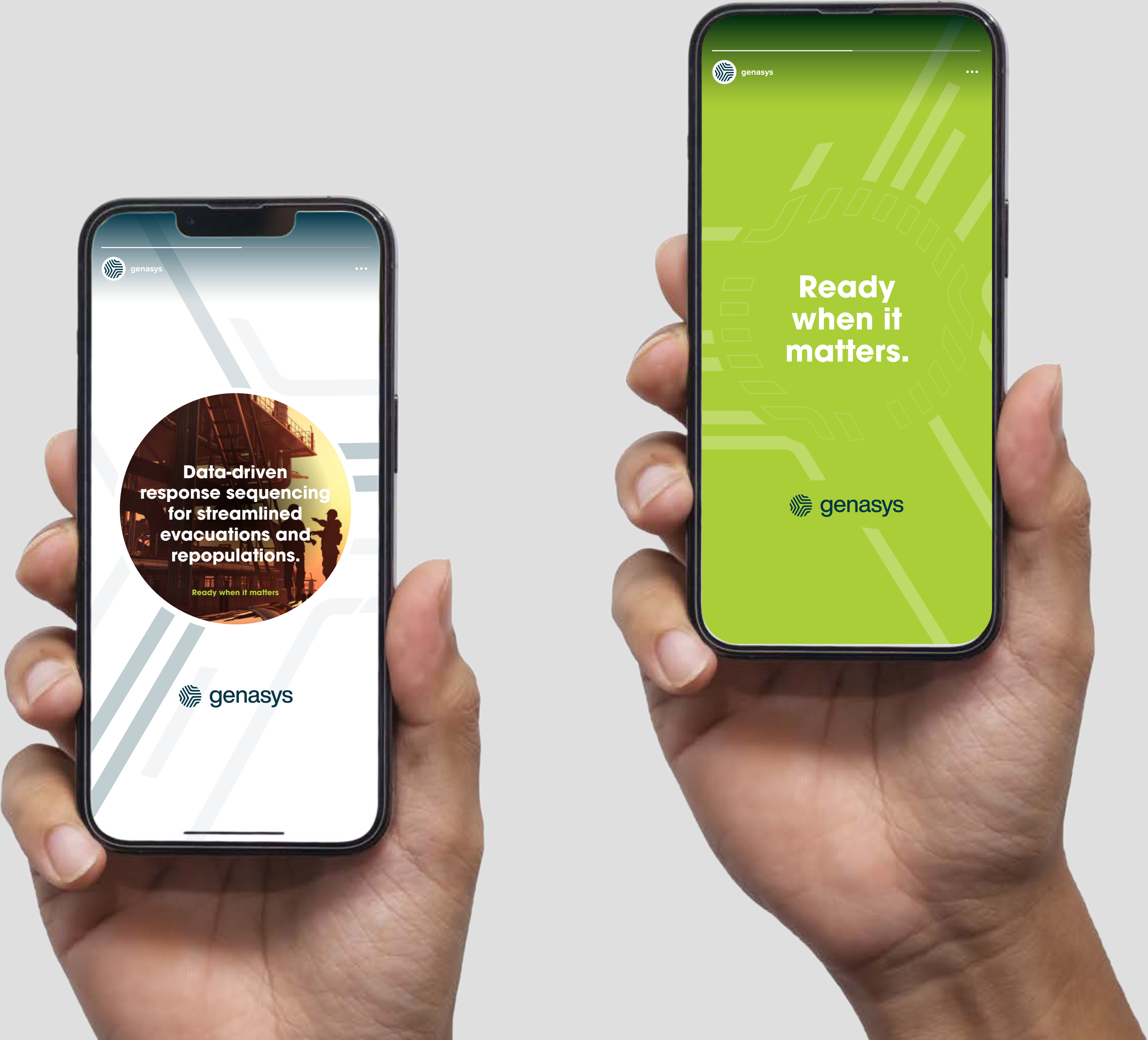
WEBSITE



DIGITAL MEDIA



SOCIAL MEDIA



COLLATERAL



Ready when it matters.





PLAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



ACT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



OPTIMIZE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



Data-driven response sequencing for streamlined evacuations and repopulations.

Ready means knowing you can handle any situation, from predictable disruptions to large-scale, unexpected events.

Ready when it matters



To learn more visit us at Genasys.com



[GENASYS.COM](https://Genasys.com)

POSTER



For every *what if*
you face,
Genasys ensures
you're ready when
it matters.

 **genasys**
genasys.com

The poster is a square with a white background and light gray geometric patterns. In the center is a circular image showing two construction workers in silhouette on a construction site at sunset. The text is centered within the circle. The Genasys logo and website are at the bottom of the poster.

POP UP BANNER



ENVIRONMENTAL GRAPHIC



SWAG ITEM



Genasys Co-Branding System

The Genasys brand has the ability to have co-branded logos. The following logos in this guide, are approved co-branded logos. They can be used in place of the Genasys logo when the material it is representing needs to be specific to a particular product or service line.



GENASYS HIERARCHY

Genasys Co-branding System

Genasys Protect and Genasys LRAD are approved co-branded logos. They represent the master logo while customizing the identity based on the material it is representing. The Genasys Protect logo or the Genasys LRAD logo can be used in place of the Genasys master logo. Both logos do not need to be represented at one time.

GENASYS - MASTER BRAND IDENTITY



GENASYS PROTECT



GENASYS LRAD



GENASYS PROTECT



GENASYS PROTECT GUIDELINES



GENASYS PROTECT

Logo Principles

The Geneasys Protect logo can be used in-place of the Genasys master logo. Both logos do not need to be represented at once.

GENASYS PROTECT GUIDELINES



LOGO

Genasys Protect Logo

The Genasys Protect logo embodies the same dynamic qualities as the Genasys master logo. The horizontal logo is the preferred logo usage, but if space is limited, the vertical option may be used. Genasys Protect logo may be used in navy, white, and black.

GENASYS PROTECT HORIZONTAL FULL COLOR



GENASYS PROTECT VERTICAL FULL COLOR



CLEAR SPACE + MINIMUM SIZE

Logo Application

To assure proper treatment, the full logo should always be displayed with a generous area of clear space around it. The minimum amount of clear space is defined by elements within the logo. For the stacked logo, using the “g” twice provides enough clear space. For the horizontal logo, using the logomark provides enough clear space.

The minimum size of the stacked logo is 70 pixels in order to maintain legibility at a small scale. The horizontal logo has a minimum size of 100 pixels for small scale usage.

STACKED LOGO



HORIZONTAL LOGO



Genasys Protect Use Cases & Applications

The following use cases are examples of how the Genasys Protect brand expresses it's identity through various mediums, including digital and print opportunities.



GENASYS PROTECT DIGITAL MEDIA

 genasys

 genasys Protect


Take response time from hours to minutes by executing pre-tested response plans based on trusted data sources.

Pinpoint targeting of mass communications to ensure the right people get the right message.

Learn about Genasys Protect Prodcuts







 genasys


 genasys Protect

Combine numerous discrete data streams through API-first data integration built on open standards to continuously **monitor people, assets, systems and environments.**

Learn about Genasys Protect Prodcuts

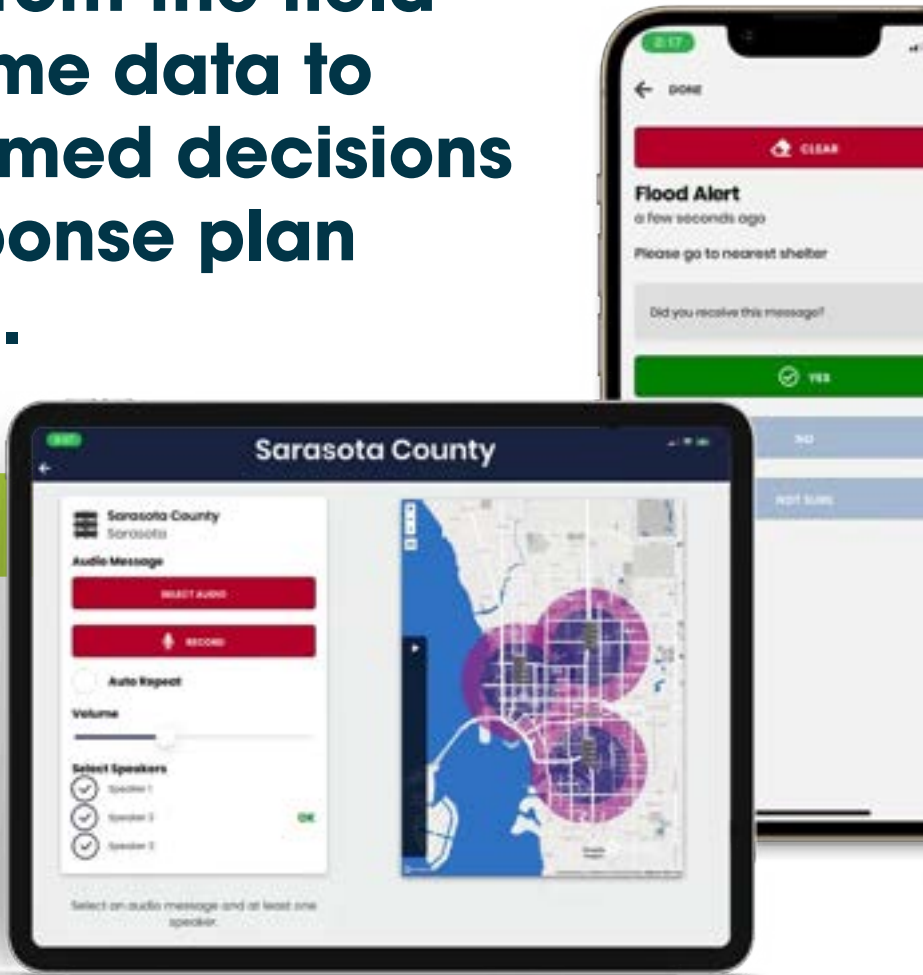



 genasys

 genasys Protect

Use input from the field and real-time data to make informed decisions as the response plan progresses.

Learn more







GENASYS PROTECT ENVIRONMENTAL GRAPHIC



Product Categories

The Genasys Protect brand embodies the Genasys product lines. Each product has been assigned a category that represents the point at which it appears in the readiness process. The individual product categories can be talked about within the master Genasys branding as well as Genasys Protect.



GENASYS PROTECT

Genasys Protect Product Categories

The three categories, plan, act, and optimize, represent different points of readiness within the critical communications process. Plan is prior to an incident. Act is during an incident. Optimize is post incident.

Each emblem is an iteration of the master Genasys logo.

GENASYS PROTECT GUIDELINES



PLAN



ACT



OPTIMIZE

PRODUCT EMBLEMS

Product Categories

The emblems for each category can be represented in the Genasys Navy or the Genasys Green on a navy background.



PLAN



ACT



OPTIMIZE



PLAN



ACT



OPTIMIZE

GENASYS LRAD



GENASYS LRAD GUIDELINES



Logo Principles

The Genasys LRAD logo can be used in-place of the Genasys master logo. Both logos do not need to be represented at once.



LOGO

Genasys LRAD Logo

The Genasys LRAD logo embodies the same dynamic qualities as the Genasys master logo. The horizontal logo is the preferred logo usage, but if space is limited, the vertical option may be used. Genasys LRAD logo may be used in navy, white, and black.

GENASYS PROTECT HORIZONTAL FULL COLOR



GENASYS PROTECT VERTICAL FULL COLOR



CLEAR SPACE + MINIMUM SIZE

Logo Application

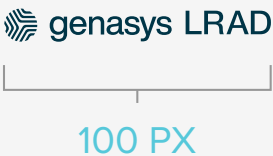
To assure proper treatment, the full logo should always be displayed with a generous area of clear space around it. The minimum amount of clear space is defined by elements within the logo. For the stacked logo, using the “g” twice provides enough clear space. For the horizontal logo, using the logomark provides enough clear space.

The minimum size of the stacked logo is 70 pixels in order to maintain legibility at a small scale. The horizontal logo has a minimum size of 100 pixels for small scale usage.

STACKED LOGO



HORIZONTAL LOGO





Genasys LRAD Use Cases & Applications

The following use cases are examples of how the Genasys LRAD brand expresses it's identity through various mediums, including digital and print opportunities.




GENASYS LRAD DIGITAL MEDIA

 genasys


 genasys LRAD


Be Heard and Clearly Understood

LRAD systems are in service in more than 100 countries and 500 U.S. cities in diverse applications




[Learn about Genasys LRAD Solutions](#)




 genasys

 genasys LRAD



- Defense
- Law Enforcement
- Fire & Rescue
- Border Security
- Critical Infrastructure
- Maritime

[Learn about Genasys LRAD](#)



 genasys

 genasys LRAD

Long Range Acoustic Devices

LRAD systems deliver live or recorded voice messages with exceptional clarity for any operational scenario. Optimized to the primary range of hearing, LRAD's Advanced Driver and Waveguide Technology ensure every broadcast is clearly heard and understood, even above crowd, engine, and background noise.

[Download PDF](#)





GENASYS LRAD ENVIRONMENTAL GRAPHIC



Brand Guidelines

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