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 me 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.)

2.)

3.)

4.)

5.)

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 Gernétic 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.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial (regular & regular italic)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial (bold & bold italic)

BODY TEXT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia (regular & regular italic)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Georgia (bold & bold italic)

**TYPEFACE ON
OUTLOOK & OFFICE**

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

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

Gernétic
PANTONE 871c
CMYK: 47C, 46M, 71Y, 8K

Face products
PANTONE 871c
CMYK: 47C, 46M, 71Y, 8K

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
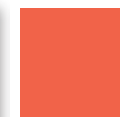
PANTONE 171c

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 ocasions when one colour only is permitted. On a white print surface such as this example the single print colour is black.

Nettoyant
Gommant
Marin

Marine gumming cleansing

GERnétic
INTERNATIONAL

e 200 ml - 6.7 Fl. Oz

Lift Men

Soin multi actif
Multi active care

GERnétic
INTERNATIONAL

e 50 ml - Net Wt 1.7

Cells Life

Concentré réparateur
Repairing concentrate

Synchro

GERnétic
INTERNATIONAL

Synchro

Soin régulateur visage
Regulating face care

GERnétic
INTERNATIONAL

e 100 ml - Net Wt 3.3 O

Masque Yeux

Baume pour les yeux
Balm for the eyes

GERnétic
INTERNATIONAL

Fibro

Lotion tonique visage
Tonic lotion for the face

Glyco

Lait démaquillant visage
Cleansing milk for the face

GERnétic
INTERNATIONAL

- 6.7 Fl. Oz

Vasco
Artera

Crème peau d'orange corps
Orange skin body cream

GERnétic
INTERNATIONAL

e 150 ml - Net Wt 5.3 Oz

Melano II

Lait solaire FPS 6 protection faible
Sun milk SPF 6 low protection

GERnétic
INTERNATIONAL

e 90 ml - Net Wt 3.2 Oz

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 golf, silver, coral...