



The manual contains the definition of company logotype, colour scheme, and typography.



Introduction

The GENEVO logo is a trademark. This type of brand represents the GENEVO Corporation.

A logo should be always presented using quality technology and in accordance with the principles defined in this manual.

A logo is used in advertising, print-ons and on promotional gifts in situations where the purpose and character of the company's activity needs to be enhanced.

A logo with product specification is only used for product print-ons.

The end use of a printed GENEVO product logo must be always approved by GENEVO management.



Protective zone of the GENEVO logo

The GENEVO logo has a pre-defined spacing, or protective zone. To ensure correct visual identification of the logo, no other graphic or colour feature may interfere with this zone.

The protective zone applies to all types and alternatives of the GENEVO logo.



GENEVO logo colour scheme

The basic colour scheme of the logo is based upon a colour.

Black:
CMYK 0 0 0 100



PANTONE Process Black C



Typography of the GENEVO logo

The logo uses a sans-serif font Sensation Bold.

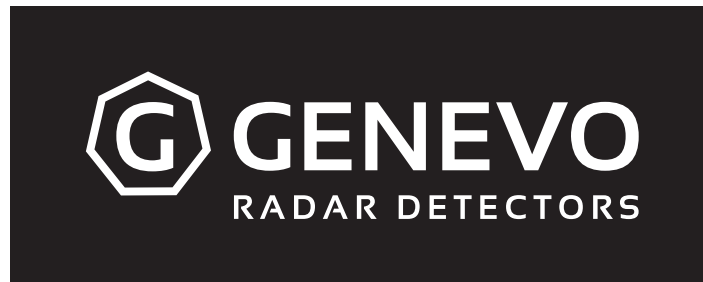
Spacing remains the default 129%.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

? ! & @ { } [] + - / = %

0123456789



Alternative uses of the GENEVO logo

Positive / negative version may be used as an economic alternative of the GENEVO logo.

The Logo with the inscription "radar detectors" for use in cases where it is not immediately clear what the brand represents.

A logo without an inscription, for use when it is already clear what the brand represents, for example in the user manual.



GENEVO product logos

Only GENEVO may create new variants of product logos.
The exact specification of logo creation is part of GENEVO's internal rules.

Applies to all GENEVO products:

GENEVO GPS +, GENEVO ONE, GENEVO ONE S, GENEVO ONE S BLACK,
GENEVO ONE M, GENEVO PRO, GENEVO ASSIST, GENEVO FF,
GENEVO PROTECTOR, GENEVO MAX, GENEVO PRO II, GENEVO ASSIST PRO II.



Other GENEVO logo texts variants

The style of the text variants is based on the original inscription "RADAR DETECTORS".

Only GENEVO may create new variants of the inscriptions that are part of the logo.

The exact specification of the logo inscriptions is part of GENEVO's internal rules.



GENEVO GURU

It is an official, technical representative of the GENEVO brand and a specialist in the field of radar detectors.

The use of GENEVO GURU representative is only possible by prior arrangement with GENEVO.



www.genevo.com