BRAND IDENTITY STANDARDS

A strong organization identity is an important element in building a positive, globally recognized and respected brand. This identity standards guide will be your key resource when creating any representation of the GENIVI® Alliance visual identity.

Adherence to standardized visual guidelines is essential to help build and sustain a strong brand image. As such, all materials developed for public distribution are to follow the standards outlined within this document to maintain effective, consistent visual communication throughout the alliance.
Currently, the primary trademark of the GENIVI Alliance is the word “GENIVI”. This trademark has been registered in the US, EU, China, Japan, Korea and other countries throughout the world.

The logo is used frequently by the GENIVI Alliance for marketing and promotional activities. It also appears in all types of documents and signage.

### COLORS

Specific colors have been approved for reproducing the GENIVI logo. The primary identifying colors are Pantone®: 119-5 C, Pantone®: 34-7 C and Pantone®: Process Black C. Wherever practical, the organization colors must be used. To ensure consistency across media, color swatches and special conversion formulas are provided below. Because color can vary depending on the printed material, a final visual check from the appropriate color-control swatch should be made.

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<tbody>
<tr>
<td>C: 67 M: 0 Y: 10 K: 17</td>
<td>C: 64 M: 0 Y: 84 K: 0</td>
<td>C: 0 M: 0 Y: 0 K: 100</td>
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<tr>
<td>Hex: #04a7d1</td>
<td>Hex: #f47b3d</td>
<td>Hex: #231f20</td>
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<td>Hex: #95cbda</td>
<td>Hex: #d93833</td>
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### TYPOGRAPHY

The consistent use of an official typeface is an essential element of corporate identity. All GENIVI Alliance communication should adhere to the type families that have been chosen for their appearance and compatibility with our logotype, legibility and universal availability.

When in doubt, use Helvetica. If you don’t have Helvetica on your device, use Arial.

**Helvetica** looks like this. Since its inception in 1958, it has become the most popular typeface in the world. This is the preferred face to use for all GENIVI deliverables. Avoid using condensed or extended versions of Helvetica.

**Arial** looks like this. It is a standard typeface in Microsoft Office. You may use this face for any GENIVI deliverables when Helvetica is not available. (Look closely. There are differences between the two.) Avoid using Arial Narrow, or other condensed or extended versions of Arial.

**Eurostile** looks like this. It is the typeface used in the GENIVI logo. In GENIVI deliverables, it may be used for very short headlines and taglines (although Helvetica is preferred), but should never be used for subheads or any body copy.

**Helvetica Regular**
**Helvetica Oblique**
**Helvetica Bold**
**Helvetica Bold Oblique**

**Arial**
**Arial Italic**
**Arial Bold**
**Arial Bold Italic**

**Eurostile Regular**
**Eurostile Bold**
CONTROL AREA

The GENIVI logo must maintain a minimum space around it to achieve maximum visibility. This is measured by using the “G” in the logo. Two “Gs” around all sides can serve a visual reference to the space needed.

1 Color Version:
Pantone: 119-5 C

1 Color Black Version

Black and white logo reverse treatment
In all instances, no color versions should be reversed.

Rotated

Separated

Skewed

Modified positions

Modified proportions

The GENIVI logo is never to appear on top of an image. No imagery should encroach on the safe space around the logo.
APPLYING THE BRAND DAY-TO-DAY

Usage of GENIVI Marks by GENIVI members to market and promote their products
Members may use the “GENIVI” word mark with a product only if: (a) such product has been registered and accepted in writing by GENIVI as GENIVI Compliant; and (b) the member remains a member in good standing of GENIVI Alliance as long as the product is commercially available.

Conversely, a member may not use or associate the term “GENIVI Compliant” or the like with a product unless the product has been registered and accepted in writing by GENIVI as GENIVI Compliant.

GENIVI Compliance is defined in the GENIVI Compliance document. It is available to members on the GENIVI Wiki.

Specific guidelines for using the GENIVI word mark “GENIVI”
This section begins by establishing what is permitted and not permitted, depending on the status of registration of a member company’s component(s) or product(s).
Spelling requirement
The GENIVI word mark is a trademark, and as such its spelling cannot be changed.

Example: GENIVI® Compliant

Format requirement
The GENIVI word mark is a trademark, and as such its spelling cannot be changed. The GENIVI word should always be displayed in all capital (upper case) letters.

Incorrect: the Genivi® word mark...
Incorrect: the genivi® word mark...
Incorrect: the GenIVI® word mark...
Correct: the GENIVI® word mark...

No possessives or plurals or hyphenations
Incorrect: The world is becoming increasingly dependent on GENIVI to achieve interoperability
Correct: The world is becoming increasingly dependent upon products that are GENIVI compliant to achieve interoperability
Incorrect: GENIVI's specification includes...
Correct: The specification for GENIVI compliance includes...
Incorrect: GENIVI-compliant products...
Correct: GENIVI compliant products...

Not be used as a verb
Incorrect: GENIVI your next IVI system...
Correct: Build your next IVI system with GENIVI compliant products...

Product and company names
The GENIVI word mark must not be incorporated as part of a company, business or trade name. Only the GENIVI Alliance is permitted to use the word mark in such a manner.

Incorrect: GENIVI Consultants
Incorrect: GENIVI Partners
Incorrect: GENIVI Enterprises
Incorrect: MyGENIVI, Inc.

References to GENIVI Alliance
Use of the term “GENIVI” by a member to reference the GENIVI Alliance is not permitted unless the full name – GENIVI Alliance – is used in the first instance of its use in a public document.

Example: “The name of the organization is the GENIVI Alliance
The charter of GENIVI is...”
The GENIVI Compliant logo
This logo is used **only** by GENIVI members to promote their products that have been approved and registered as GENIVI compliant. Qualified members are encouraged to use this logo for marketing and promotional activities, and in all types of documents and signage when describing their GENIVI compliant product.

Only after a member company component or product is officially registered as compliant by GENIVI can the member use any of the following wording.

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**Words and phrases reserved for GENIVI Compliant products**
Certain words and phrases have particular significance with respect to communicating the status of a product based on the GENIVI specifications. Words and phrases that may only be applied to GENIVI Compliant products include, but are not limited to:

- “GENIVI Compliant,”
- “Compliant with GENIVI,”
- “(Meets/complies with) the GENIVI (standards/specifications),”
  - “Compliant,” “registered,” or similar in any combination with the word “GENIVI.”

**Note:** The following phrases have not been defined by the GENIVI Alliance and may not be used to describe any products whether or not they are GENIVI compliant:

- “GENIVI tested,”
- “GENIVI certified,”
- “GENIVI interoperable,”
- “GENIVI Linux,”
- “Interoperates with GENIVI,”
- “Works with GENIVI”
- “Compatible with GENIVI.”

**Example:** GENIVI® Compliant
Words and phrases that may be used by all GENIVI Alliance members:

Members of the GENIVI Alliance are encouraged to refer to their membership in their public communication:

Example: “GENIVI Alliance member,”
Example: “GENIVI Alliance core member,”
Example: “Member of the GENIVI Alliance.”

The GENIVI word mark may not be used in any context, such as in the phrase “GENIVI compliance candidate,” that implies that a product or component will or may successfully complete compliance registration in the future or that a product or component, when combined with other components or products, will result in a product that will or may successfully complete compliance registration in the future.

Use of the “®” symbol with the GENIVI word mark

The registered trademark symbol “®” must be added in superscript format immediately following the word mark wherever the word mark first appears on product packaging, products, web pages, marketing pieces, and in textual information.

Example: GENIVI® Compliant

Consistent and positive use of GENIVI trademarks benefits all GENIVI members; do not portray the GENIVI word mark in a negative manner or in any way that could weaken, create confusion or otherwise depreciate the GENIVI brand.
GENIVI has approved a family of three branded images that should be used in designing any marketing collateral. These may be used separately, or interchanged as required, but should not be altered in any way except for sizing of an image to meet certain design specifications.

The GENIVI logo may be included as part of the family of images, but should only be placed toward the corners of the image where there is a good contrast and little background graphic interference.

Do not alter the approved GENIVI brand images in any way. All inquiries regarding approved GENIVI art should be directed to the marketing team lead.