

— 2018 —  
**BRAND**  
**GUIDELINES**

# COLOR PALETTE

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## MIDNIGHT

HEX: #34343D  
CMYK: 74, 68, 54, 52  
RGB: 59, 56, 63

## NICKEL

HEX: #6B717E  
CMYK: 61, 50, 39, 10  
RGB: 107, 113, 126

## ASH

HEX: #BBBEC4  
CMYK: 27, 20, 17, 0  
RGB: 187, 190, 196

## SMOKE

HEX: #F2F3F4  
CMYK: 4, 2, 2, 0  
RGB: 242, 243, 244

## SANGRIA

HEX: #831840  
CMYK: 35, 99, 57, 30  
RGB: 131, 24, 64

## BERRY

HEX: #B91F52  
CMYK: 22, 100, 55, 7  
RGB: 185, 31, 82

## ELECTRIC PINK

HEX: #E81D5C  
CMYK: 2, 99, 49, 0  
RGB: 232, 29, 92

# FONTS

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## Primary

### Gotham Light

The quick brown fox jumped over the lazy dog.

### Gotham Book

The quick brown fox jumped over the lazy dog.

### Gotham Medium

The quick brown fox jumped over the lazy dog.

## Secondary

### Helvetica Neue Light

The quick brown fox jumped over the lazy dog.

### Helvetica Neue

The quick brown fox jumped over the lazy dog.

### Helvetica Neue Medium

The quick brown fox jumped over the lazy dog.

Use Gotham when the font is available. Use Helvetica Neue when Gotham is not installed on a machine and in PowerPoint presentations that you are sending to others who may not have Gotham installed.

Use **GOTHAM MEDIUM** or **HELVETICA NEUE MEDIUM** capitalized for large or stacked headlines.

Use Gotham Light or Helvetica Neue Light in paragraph copy.

# FONT COLORS

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## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

Use Midnight, Electric Pink, Berry, or Sangria for headline text on White or Ash. Use ONLY Midnight for text copy on light backgrounds.

Avoid using other background colors when possible. Always favor a white or Ash background over Midnight or any of the other colors. Sangria, Berry and Electric Pink should be considered ancillary colors to be used subtly in order to create interest and variety.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

Use only White or Electric Pink for Headline text on a Midnight background. Use ONLY white for text copy on a Midnight background.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

## THIS IS A HEADLINE

Faccaect invendit qui di doloria aut renime min nonsectem fugiae cus.

Use ONLY White headline text and copy on Electric Pink, Berry or Sangria backgrounds.

# LOGO

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## Clear Space

Always maintain adequate padding around the logo.

## Minimum Logo Size

To maintain legibility, do not print the logo smaller than 2.5 inches. Do not use the logo on screen any smaller than 250px wide.



## Color

On light backgrounds, use Midnight for the word "Genesis," Nickel for "media" and Electric Pink for the light beams. On dark backgrounds use the same colors, but switch Midnight for Smoke on the word "Genesis."



## Omitting "media"

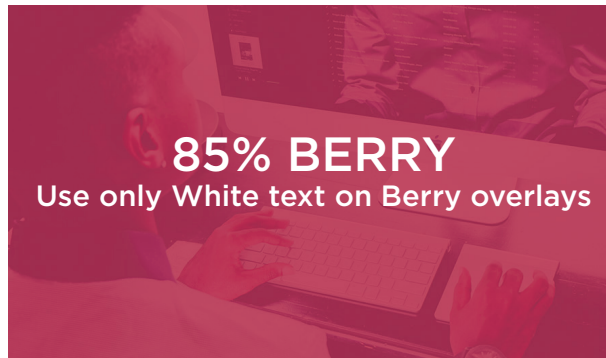
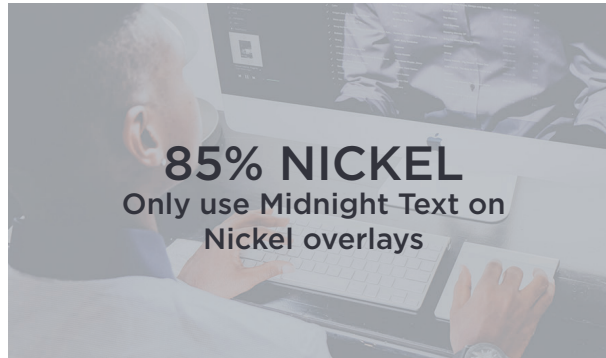
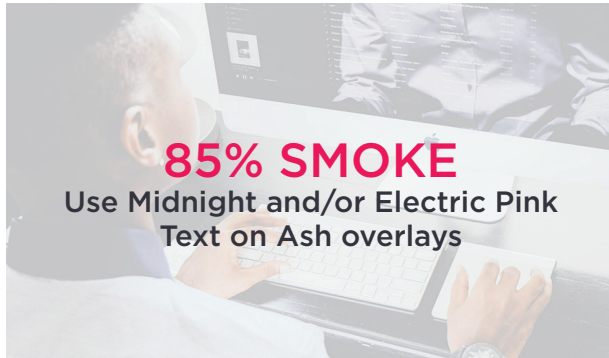
Use a version of the logo without the word "media" in it in certain instances where the full logo looks awkward. For example, the footer of this document, a navigation menu, or when the logo is at a size so small that "media" is no longer legible.

# IMAGERY

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## Overlays

Use color overlays over images, especially if you're using text on images. Favor light overlays for large images. Only use Electric Pink, Berry or Sangria overlays on small, subtle images.



# PHOTOGRAPHY

## Stock Photos vs Original Photography

Opt for original photography whenever possible. If stock photos must be used, avoid trite and tacky imagery.



## Light Themed Imagery

Use images from our library that focus on abstract light, illumination, and transparency themes. Avoid light themed photos that have an apparent spiritual or religious connotation.

