



# Brand Standards and Graphic Identity Manual

VERSION 09. 2025



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### Welcome to the Genie Brand Experience

**A**s Genie continues to grow - expanding our reach, deepening customer trust - and driving innovation, it's more important than ever to show up as one unified brand. This guide is your go-to resource for expressing the Genie identity with clarity, consistency, and impact.

For over a century, Genie has stood for innovation, quality, and reliability. But our brand is more than just history, it's a promise. Every product we build, every message we share, and every interaction we create reflects the high standards our customers expect and deserve.

This document is your blueprint for bringing the Genie brand to life. Inside, you'll find clear direction on how to use our logo, colors, typography, imagery, and voice. These elements work together to ensure Genie is instantly recognizable and consistently represented across every touchpoint.

Whether you're launching a campaign, designing a product, or building a presentation, you play a vital role in shaping how the world experiences Genie. Thank you for upholding the spirit and standards of the Genie brand, and helping us open doors—not just physically, but to possibility, progress, and the future.



### **Our Cause**

Produce high-quality, dependable garage door openers and accessories for residential and commercial applications that can be relied upon to keep people and their possessions safe and secure while providing the ultimate in convenience and value.

Genie's customer support of homeowners, along with dealers and retailers, is the industry best, and is one of the main reasons why Genie is so well recognized in all markets and channels.

### **Our Brand Position**

For discriminating homeowners, The Genie Company, one of America's most recognized brands, continues to provide dependable and innovative garage door openers and accessories with reliable professional service.

### **Our personality**

- Honest
- Friendly
- Knowledgeable
- Innovative
- Accommodating

It is critical to keep the brand positioning in mind when developing communication materials for tone, verbiage and visuals.



All use of Genie-owned trademarks by authorized dealers and wholesalers is governed by this Genie Brand Standards Manual. Only those recognized by Genie as authorized Genie sellers are permitted to use the Genie Company trademarks and content herein.

### Correct usage:

1. When referring to The Genie Company products, use "Genie" as an adjective describing the brand of product.

"Genie® Model 4064"

2. When referring to the whole company, including its other brands, use The Genie Company or Genie, as appropriate.

"The Genie Company announced today..."

*(no ® required if using as a reference to the company itself)*

### Incorrect usage:

- The Genie
- Genie man
- Genie Company  
*(except as suffix in email address: @geniecompany.com)*

Further Correct-Usage Examples:

***The next generation of Genie® garage door openers offers more power, features and reliability.***

***In 1958, Genie engineers brought about the innovation of the first direct drive screw opener.***

***The Genie Company is a market leader in design, safety and reliable service.***

Note: In general, it is appropriate to only use the registered mark ® or trademark ™ in the title and first mention of it in the sell sheet, article, press release, etc. It is not necessary to add these marks repeatedly in every instance that the brand name appears in the same document.



## Logo: Elements

The Genie Company 'race track' logo is the most visible and recognizable element of The Genie Company identity. It is specially designed and should always be the dominant element of the identity. It is improper to use The Genie Company logo in any manner that has not been approved.

The elements of the Genie registered trademark are an outside "metallic" gradient enclosing a red background gradient, the white logotype with a black drop shadow and a "Genie" logo over the "N". A black drop shadow gradient for the entire trademark is optional.

The registered ® symbol, positioned to the right of the 'E' must always be visible when using The Genie Company Logo.

### Registered Mark

### Genie Man inset over the 'N'

### Red background gradient

### White word type with black drop shadow

### Metallic gradient outer stroke

### Black drop shadow (Optional)

Use of drop shadow is optional, typically used in situations to help highlight the logo, set it off from a background and/or create a sense of depth.



## Logo: Clearspace



The Genie Company logo should never compete visually with other foreground graphical elements or text. Minimum clearspace has been established (X).

Clearspace (X) is equal to the height of the center bar of the "E" in the Genie logo. Never use less than the minimum clearspace around the logo. Clearspace is relative to the size of The Genie Company logo.





## Logo: Color Versions

The seven approved color applications of the Genie trademark are indicated with their color specifications.

### TRADITIONAL LOGO



4-color

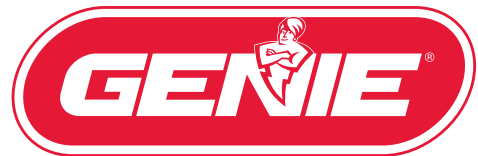
c00 / m100 / y75 / k04

### LOGO VARIATIONS



3-color / flat

red - pms 186c / "Genie" fill and border - pms 421 / black



1-color Red

red - pms 186c



1-color Black

pms or process black



3-color / flat (Powerhead labels)

red - pms 186c / "Genie" fill - pms 421 / black  
border - black



1-color positive

pms or process black



1-color reverse

white / black background does not print



## Logo: Approved Versions



4 COLOR	3 COLOR	1 COLOR	BLACK AND WHITE
		 Reversed alternative, usage is application dependent	 Reversed alternative, usage is application dependent



**THE BRAND YOU TRUST**

### Retail/Corporate tag line

Copperplate Bold  
112% character width  
tight character spacing



In nearly all cases the Genie logo should be reproduced in its entirety, with the 'race-track' holding shape, however there may be specific situations where just the 'GENIE' word mark can be used. Please contact the brand or channel manager in the marketing department for questions on any usage of this version of the logo.



## Logo: Professional Line+

The Genie Professional Line+ logo is distinct from the rest of Genie branding to help differentiate professional product line offerings.

The full color version of the logo, featuring the brushed metal background effect should be used in all applicable cases. Solid color versions are acceptable when limited by imprint process/size. (Example: embroidery, screenprint, limited color printing).

### 4 COLOR



**PROFESSIONAL LINE +**



### BLACK AND WHITE



**PROFESSIONAL LINE +**



### Professional Metal Background



## Logo: Commercial Line

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The full color version of the Geine Commercial logo should be used in all applicable cases. Solid color versions are acceptable when limited by imprint process/size. (Example: embroidery, screenprint, limited color printing).

### 4 COLOR



### BLACK AND WHITE





## Logo: Minimum Sizes

The Genie® logo should be large enough to ensure it is legible, even at reduced sizes. This is ensured by establishing a minimum size which refers to the width of the logo. There is a print (printed materials) and pixel (on screen) minimum size requirement.

### Minimum Sizes

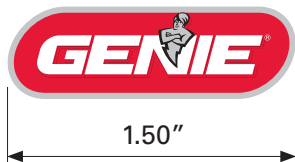
#### Print



#### Digital



For embroidered clothing and other imprinted wearables, maintain minimum sizing of 1.50" (dependent on vendor capability)



Embroidered color recommendations:

4-color / flat

"Genie" fill and border - pms 421

"Genie" type - pms white

"Genie" type shadow - pms black

background red fill - pms 186c

If it is necessary to use the Genie logo smaller than 1.00" where there is not enough space, such as on a small pen or for tightly stitched embroidery where the Genie mascot will be distorted, the following marks are acceptable.



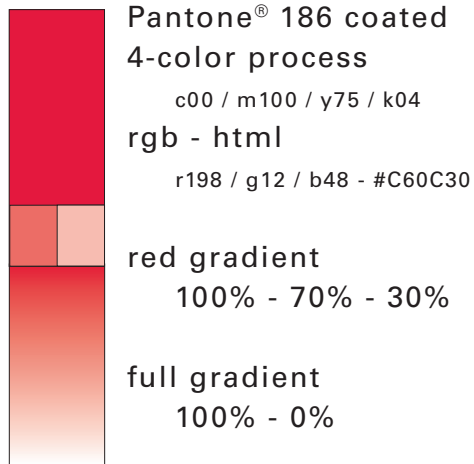
Note: These are the only few rare instances where the Genie mascot is not in the "N" or race track is not used.

## Logo: Brand Colors

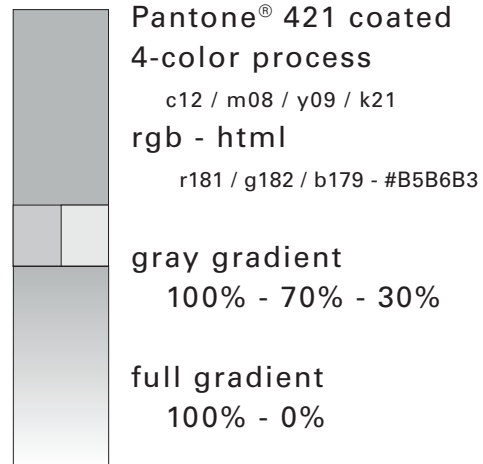


The approved color usage of the Genie corporate red is indicated with its PANTONE® Matching System, 4-color process, rgb and html web applications.

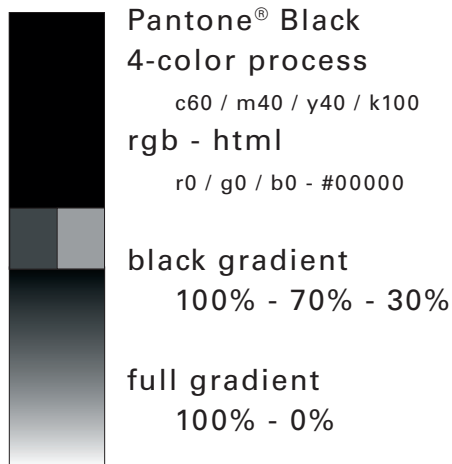
### corporate red



### corporate gray



### corporate black





## Logo: Product and Service Logos

The following logos are for use with specific products/product lines.

### Aladdin Connect Lockup



The Genie Company logo should be displayed to the upper left hand side with the 'ALADDIN CONNECT' wordmark in nearly all instances. Please contact the brand or channel manager in the marketing department for questions on any usage without the Genie Company logo

Pantone® 2995C coated  
4-color process  
c100 / m0 / y0 / k0



### Reverse and single color Aladdin Connect Lockups





### BenchSentry Logo Lockup



Pantone® 654C coated  
4-color process  
c100 / m71 / y10 / k47

“by” and The Genie Company logo should be  
displayed to the lower left hand side with the  
‘BenchSentry’ wordmark in all instances.

### Secondary Colors

#### Primary Dark Blue

c91 / m71 / y52 / k54  
r20 / g45 / b60  
HEX#142d3c

#### Primary Light Grey

c31 / m16 / y15 / k0  
r176 / g194 / b204  
HEX#b0c2cb

#### Accent Cyan

c69 / m15 / y0 / k0  
r0 / g174 / b239  
HEX#00adef

### Shield icons



### Reverse and ‘flat’ Genie BenchSentry Lockups





## Logo: Product and Service Logos

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### Universal Series Accessories Logo Lockup

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The Genie Company logo should be displayed to the upper left hand side with the 'UNIVERSAL SERIES' wordmark in nearly all instances. Please contact the brand or channel manager in the marketing department for questions on any usage without the Genie Company logo

Pantone® 2995C coated  
4-color process  
c100 / m0 / y0 / k0

### 'Simple' Genie Universal Series Lockups

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## Logo: Product and Service Logos

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The following logos are for use on the Genie website and on other appropriate collateral materials and can be used by channel partners depending if they meet certain purchase requirements set forth in other documents. Anyone wanting to use it should contact the Genie marketing department or their District Sales Manager for more information.

### Dealer Locator Badges



### Parts and Accessories logo



### Professional Line Training





## Logo: Improper Use

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### Genie Logo "Do Nots" and Examples

1. Do not use any other colors for the Genie® logo.
2. Do not distort it vertically or horizontally.
3. Do not put it on a background other than approved versions.
4. Do not orient in any way other than horizontal

#### 1. Unacceptable Colors

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#### 2. Unacceptable Distortion

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#### 3. Unacceptable Patterns / Backgrounds

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#### 4. Unacceptable Orientation

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## Genie Logo Library



Please refer to the table below for all approved logo variations and to request a specific logo/file type from the Genie marketing department.

	1	2	3	4	5
<b>A</b>					
	<b>Brand Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Brand Logo, tagline</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Pro Line+ Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Commercial Line Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   SVG   PDF   JPG   PNG	<b>Aladdin Connect Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG
<b>B</b>					
	<b>Brand Logo</b> <b>3 COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Brand Logo, tagline</b> <b>FULL COLOR white txt</b> RGB/CMYK - EPS   PDF   PNG	<b>Pro Line+ Logo w/white txt</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   PNG	<b>Commercial Line Logo w/</b> <b>white txt - FULL COLOR</b> RGB/CMYK - EPS   SVG   PDF   JPG   PNG	<b>Aladdin Connect Logo</b> <b>FULL COLOR white txt</b> RGB/CMYK - EPS   PDF   JPG   PNG
<b>C</b>					
	<b>Brand Logo</b> <b>1 COLOR, RED</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Brand Logo, GDO tagline -</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Pro Line+ Logo</b> <b>1 COLOR, BLACK</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Commercial Line Logo</b> <b>1 COLOR, BLACK</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Aladdin Connect Logo</b> <b>1 COLOR, Black</b> RGB/CMYK - EPS   PDF   JPG   PNG
<b>D</b>					
	<b>Brand Logo</b> <b>1 COLOR, BLACK</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>Brand Logo, GDO tagline -</b> <b>FULL COLOR white txt</b> RGB/CMYK - EPS   PDF   PNG	<b>Pro Line+ Logo - 1 COLOR,</b> <b>REVERSE</b> RGB/CMYK - EPS   PDF   PNG	<b>Commercial Line Logo - 1</b> <b>COLOR, REVERSE</b> RGB/CMYK - EPS   PDF   PNG	<b>BenchSentry Logo - FULL</b> <b>COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG
<b>E</b>					
	<b>Brand Logo - 1 COLOR, WHITE</b> RGB/CMYK - EPS   PDF   PNG	<b>Universal Series Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>ProLine+ Trained Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>ProDealer GOLD Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	<b>BenchSentry Logo</b> <b>FULL COLOR, REVERSE</b> RGB/CMYK - EPS   PDF   PNG
<b>F</b>					
		<b>Genuine Parts Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG		<b>ProDealer SILVER Logo</b> <b>FULL COLOR</b> RGB/CMYK - EPS   PDF   JPG   PNG	



Typographic standards for usage in literature, packaging, web site, etc. have been developed to enhance visual consistency.

Type fonts from three families have been chosen to represent the Genie® brand: Arial Narrow, Universe LT Standard and Eurostile LT Standard.

Arial Narrow is preferred because of its greater availability in business applications. Use it for Word and Excel documents, Power Point presentations and web usage. Follow these guidelines:

**Titles of documents should be Arial Narrow 21, bold**

**Titles of sections should be Arial Narrow 16, bold**

**Subtitles should be Arial Narrow 14, bold**

The main copy of text should be Arial Narrow 12, regular.

Capital letters are only used for the beginning of the sentence, for product and company names. Use standard grammar rules.

Do not underline text to make emphasis. Rather, use color or bold.

Use italic fonts only for quotes.

Keep margins of your documents set on 1" on both left and right sides.



Typography standards for corporate use in literature and web applications have been developed to enhance consistent presentation of the Genie® brand identity.

Two font types have been chosen to represent the Genie® brand in the majority of marketing materials.

Typography usage approved are the Universe LT Standard and Eurostile LT Standard fonts. The particular weights within these authorized font families for use in Genie® non-electronic marketing are shown below.

Universe LT Standard 47 Condensed and *Oblique*

Universe LT Standard 57 Condensed and *Oblique*

**Universe LT Standard 67 Bold Condensed and *Oblique***

Universe LT Standard 45 Light and *Oblique*

Universe LT Standard 55 Roman and *Oblique*

**Universe LT Standard 65 Bold and *Oblique***

**Universe LT Standard 75 Black and *Oblique***

**Universe LT Standard 85 Extra Black and *Oblique***

Eurostile LT Standard Bold

Eurostile LT Standard Demi

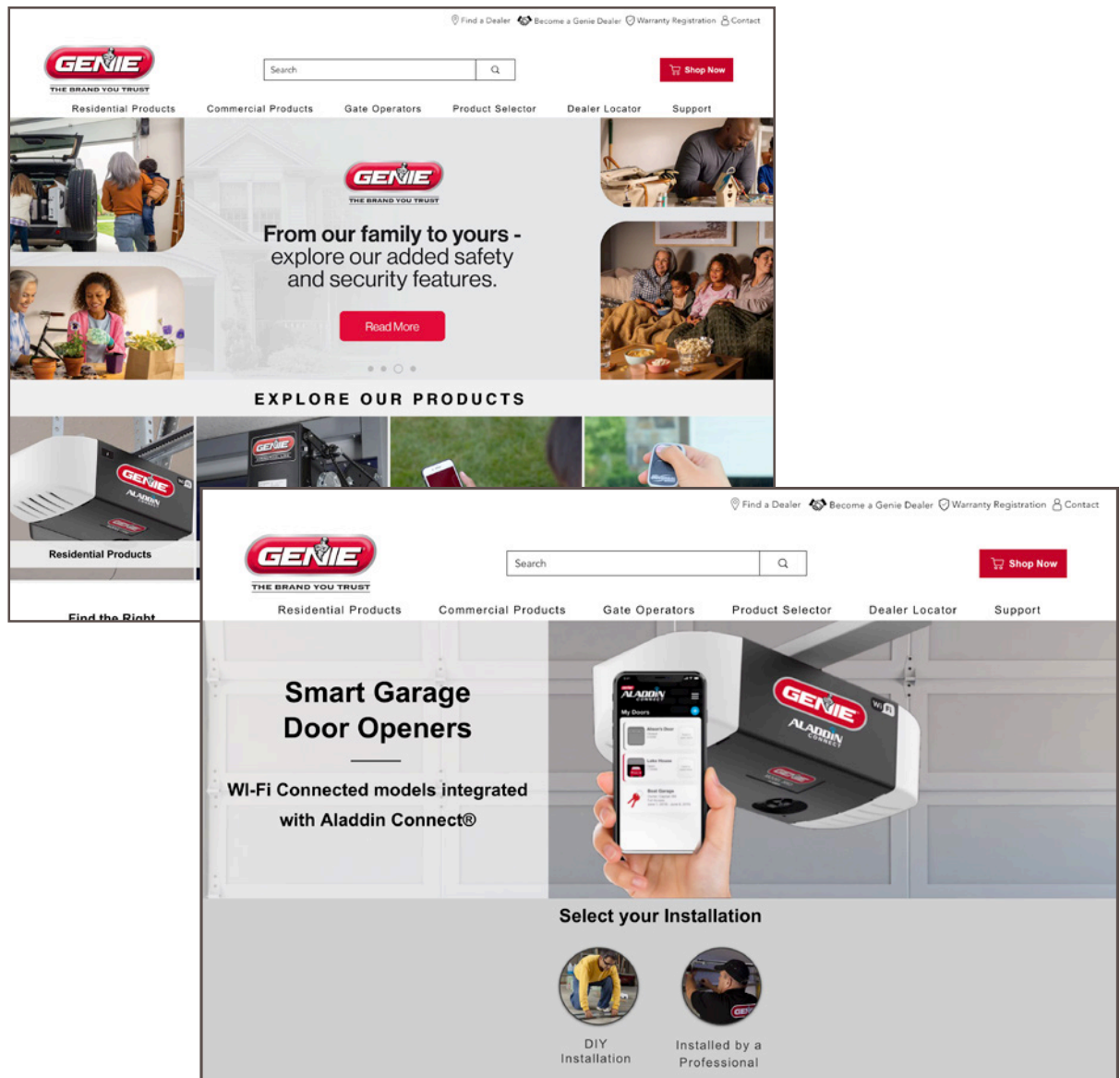
Eurostile LT Standard Medium



## Typography: Website

For website applications Arial, sans-serif typefaces are preferred for headlines and body copy.

The website address is to be all lowercase as in: [www.geniecompany.com](http://www.geniecompany.com)





- Because of its greater availability in business applications, Arial is preferred for PowerPoint presentations.
- Capital letters are only used for the beginning of the sentence, for product and company names.
- Do not underline text for emphasis. Rather, use color or bold.
- Use italic fonts only for quotes or special call-outs.

**Document titles should be Arial 26, bold**

**Titles of sections should be Arial 16, bold**

**Subtitles should be Arial 14, bold**

The main copy of text should be Arial 12, regular





Below is a listing of the Genie Company associated trademarks and their respective trademark symbol requirements.

### PROFESSIONAL and RETAIL

#### REGISTERED TRADEMARKS

- Aladdin Connect®
- BenchSentry®
- Genie®
- GenieMaster®
- Intellicode®
- Perfect Stop®
- Safe-T-Beam®



- Genie Man

#### TRADEMARKS

- GenieSense™
- Illuminator™
- Safe-T-Pulse™

### PROFESSIONAL ONLY

#### REGISTERED TRADEMARKS

- EZ Limit®
- IntelliG®
- MultiVolt®
- ReliaG®
- TensiBelt®

### RETAIL ONLY

#### REGISTERED TRADEMARKS

- ChainLift®
- ChainMax®
- Excelsator®
- PowerLift®
- PowerMax®
- QuietLift®
- SilentMax®
- SmartSet®
- StealthDrive®
- StealthLift®





Digital media includes any online activities such as websites, search engine marketing (SEM), social media and online business directories.

- Complete trade name and Genie® logo must be prominent. Any use of Genie® logo and trade name other than as stated in these guidelines is strictly prohibited.
- Those dealers and wholesalers with a website are expected to maintain a Genie brand presence on the home page, which includes at a minimum the official Genie or partner brand logo. (This presence should be equal to or greater than that of any other competitor of the Genie opener and accessory brand.)
- Dealer websites must link to [www.geniecompany.com](http://www.geniecompany.com)
- Only Genie Dealers with a signed Authorized Buyer Agreement on file, may copy or duplicate content from [www.geniecompany.com](http://www.geniecompany.com).
- Your company website must not look the same such as to create an impression that your business is The Genie Company.
- Your company name cannot give the impression that your business is The Genie Company

### Website linking

By including a link on your company website to the Genie® corporate website, you will increase your rankings on search engines such as Google, Yahoo, Bing, etc.

As a Genie dealer, we encourage you to link to our website and no special requests are needed to do so.



## Email Signatures

Email signatures are the most visible branding used collectively by employees in all Genie locations and departments. Listed below are examples of how e-signatures should appear to present a consistent look across the company, starting with the name and followed by other relevant information.

Note some information listed may or may not be applicable to your particular location, such as a P.O. Box or fax number. In those cases you do not have to list anything. In general though, using the layout will ensure an easily recognizable pattern for all to follow.

Please use the logo tag for your email that best fits your area. Where applicable, check with your manager to be sure the entire department is using the same one.





**Joe Smith**  
EMAIL TESTING MANAGER | THE GENIE COMPANY

One Door Drive, Mt. Hope, OH 44660  
P: 330.123.4567 M: 330.234.5678 E: [joe\\_smith@geniecompany.com](mailto:joe_smith@geniecompany.com)  
W: [www.GenieCompany.com](http://www.GenieCompany.com)

**PROUD PARTNER** OF THE **Pro Football Hall of Fame**




Confidentiality notice:  
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**Joe Smith**  
EMAIL TESTING MANAGER | THE GENIE COMPANY

One Door Drive, Mt. Hope, OH 44660  
P: 330.123.4567 M: 330.234.5678 E: [joe\\_smith@geniecompany.com](mailto:joe_smith@geniecompany.com)  
W: [www.GenieCompany.com](http://www.GenieCompany.com)

**THE OFFICIAL GARAGE DOOR OPENER**  
of The Pro Football Hall of Fame



Confidentiality notice:  
This e-mail (including any attachments) is for the sole use of the intended recipient(s), and it may contain private, confidential or privileged information. If you have received this e-mail in error, you are not authorized to copy, disclose or use it, so please delete it from your system and notify the sender by reply e-mail.



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1.800.843.4084 • [www.geniecompany.com](http://www.geniecompany.com)

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