

GEN-I
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CORPORATE DESIGN MANUAL

ABOUT CORPORATE DESIGN

Corporate design (CD) is the organization's carefully designed identity system that reflects on the one hand its real image - what the organization actually is, its mission and goals, and on the other hand its image, i.e. the perception of the company in the eyes of individuals, the public or parts of the public. CD is the basic identity system that enables the organization to successfully communicate with its environment, which is why it is important for CD to fit the above description.

In addition to basic characteristics, such as the company symbol and a range of fonts, a properly designed CD should contain the appropriate applications of the graphic symbol and characters (logo). The basic applications of the company's CD include a wide range of corporate and specially designed printed materials, representative products and gifts, marking systems, electronic applications, etc. This includes primarily letterheads with envelopes, document folders and business cards, various official documents, printed office materials, specially designed printed materials, diplomas, certificates, flags, banners, various gift items and packaging, signposts and plaques, boards, vehicle marker boards and a number of other, just as important items. In today's information age, many of these applications have been adapted for use in digital formats.

Our task is to create an appropriate corporate design for GEN-I, d.o.o.

ABOUT THE NAME

GEN is short for generator of energy.

The word "gen" (gene in English) has a particular meaning in the Slovene language and is not an abbreviation. It stands for the basic material unit of heredity in a cell, and can be symbolically linked to the company, which invests in electricity production (material basis) and is also the legal successor of Slovenian investors who participated in the construction of the nuclear power plant (heredity).

At the center of the word "gen" we find the letter "e" which symbolizes energy (the ending "en" is perhaps an even stronger allusion to energy).

The verb "to generate" means to create something (in this case energy), and this is in line with the company's core mission.

The word GEN in the company name GEN-I represents the first shareholder GEN energija, d.o.o. The letter I in the company name stands for the second shareholder Istrabenz Gorenje, energetske sistemi, energetske storitve, d.o.o.

ABOUT THE NAME

gene (biol.) = the basic material unit of heredity, genetic code: genes are the carriers of hereditary traits; to analyze genes; gene mutation

generator = a device that converts mechanical energy into electrical energy: to overload a generator; generators at a hydroelectric power plant; generator operation/electric generator; (electr.) linear electric generators; dynamo; alternator; (techn.) steam generator, high-capacity steam boiler; gas generator, device that generates gas fuels from solid fuels

to generate = 1. (liter.), to cause something to exist; to produce, create: tourism has generated new jobs; (electr.) the computer is generating data 2. (ling.), to create new linguistic units from existing ones using a specific procedure: to generate sentences, phrases

genesis = (liter.) the origin, creation and development of something: to describe the genesis of his relationship with society; social and psychological genesis, genesis of a literary work; genesis of a poet's creation; data on the genesis of a novel; (med.) genesis of a disease; (relig.) Genesis, the biblical account of the creation of the world and mankind.

(from SSKJ, the Standard Slovene Dictionary)





DESCRIPTION OF THE LOGO

The basic principle followed in the design process was the customer's wish to create a symbol with characteristics of both partners' symbols, one that will help establish the company's brand in the long run. It had to reflect the core elements of the company's image, including reliability and prudence, responsibility to the environment and approachability.

The specific terms associated with the company are: sustainable, environmentally friendly energy, flexibility, marketing, development, partnership.

Our proposal for GEN-I's symbol consists of two main elements. The word GEN is the dominant part of the symbol and is represented through a stylized typographical symbol of GEN energija, d.o.o. The second part consists of the capital letter I, which is the initial of Istrabenz Gorenje, energetska sistem, energetske storitve, d.o.o., the second shareholder.

The prevailing color is light turquoise, which represents the visual foundation for the brand's positioning. The blue hues emphasize a serious and professional attitude, while pastel hues have a calming effect and inspire trust. The other color used in the symbol is metallic grey. In the applicative part this color can be used for a special metallic print. It is reminiscent of metal – a key element in the construction of energy systems, a conductor of electricity, and symbolically also a conductor of information, knowledge and ideas.

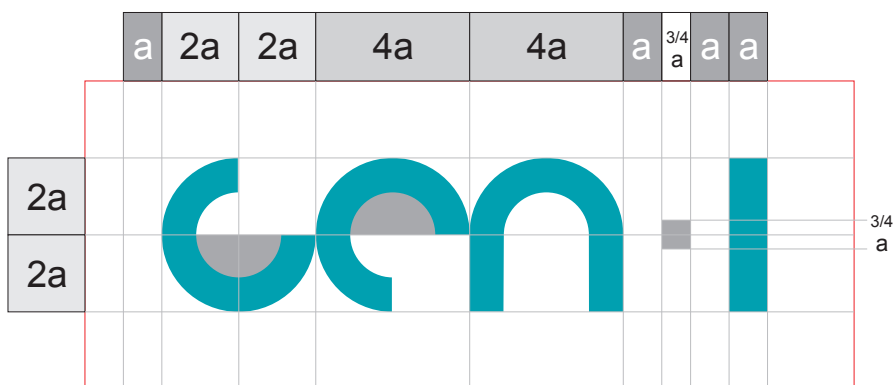
The stylized representation of GEN consists of three elements. The first two elements, the letters G and E, are designed so that they resemble rotating turbines that capture water and convert it into energy (circular movement). They are positioned so that we recognize the alternating movement and flow of energy. The third element is the letter N, which is a symbolic representation of a stylized tower in a nuclear plant. All the elements are characterized by soft, rounded features symbolizing a connection with nature.

In the applicative part there are elements of the corporate design of Istrabenz Gorenje, creating a visual balance between the two partners.

LOGO

cen-1

THE GRID



*The red border indicates the area where graphic and typographical elements may not be inserted.

COLOR CODE

cen |



PANTONE 877 C (CMYK: 0C/0M/0Y/40K; RGB: 143R/143G/140B)



PANTONE 320 C (CMYK: 100C/0M/30Y/6K; RGB: 0R/156G/163B)

GREY VERSION

cen·l

 40% BLACK

 60% BLACK

MONOCHROME VERSION

Gen-1

INVERTED VERSION



PANTONE 877 C (CMYK: 0C/0M/0Y/40K; RGB: 143R/143G/140B)



PANTONE 320 C (CMYK: 100C/0M/30Y/6K; RGB: 0R/156G/163B)



PANTONE 280 C (CMYK: 100C/80M/0Y/20K; RGB: 0R/36G/125B)

FONTS

The fonts listed below may be used in applications. For online content or where these fonts are not available, the standard Verdana font should be used.

Futura Extra Bold

ABCDEFGH abcdefg 1 2 3

Futura Bold

ABCDEFGH abcdefg 1 2 3

Futura Book Oblique

ABCDEFGH abcdefg 1 2 3 4

Garamond Condensed

ABCDEFGH abcdefg 123456

Garamond Cond. Italic

ABCDEFGH abcdefg 123456

*Verdana

ABCDEFGH abcdefg 123456

*Verdana Bold

ABCDEFGH abcdefg 123456

*Verdana is the default font for all electronic communication
-email, electronic documents (Word, Excel, etc.)



INCORRECT USE OF THE LOGO

Gen-1

