



GENEVA LIVE

„SUPPORTER OF“ LOGOTYPE GUIDELINE

Janvier 2016 VØ

WHO USES IT?

WHERE CAN IT BE USED?

INTRODUCTION

WHO USES IT?

GENEVALIVE is a tourist promotion brand created in 2016 by Geneva Tourism and is central to its communication strategy.

The idea behind it is to develop the destination's image, with more of a focus on its dynamism and attractiveness.

Visiting Geneva offers a totally unique experience, with opportunities to enjoy all sorts of often unexpected tourist attractions.

A many-sided destination. Full of life.

WHERE CAN IT BE USED?

In order to raise the profile of the brand, a logo containing the words

"Supporter of GENEVALIVE" is available for any business or private individual in Geneva, Switzerland or anywhere around the world.

Users can use it to declare their support for Geneva to their customers or contacts, and so help promote the destination.

Clearspace



Minimum size

Digital 37px minimum height.
Offline 5mm minimum height.



LOGOTYPE USAGE

CLEARSPACE

This is a simple way of making sure our logo is always legible and free from interference. In order to preserve the integrity of the logotypes, it is important that no other logos, types, or others graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to x .

MINIMUM SIZE

The smallest size in which the logo can be used for digital application is **37px** in height.

5mm for offline applications

LOGOTYPE ARTWORK

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Positive (Anthracite / Alive Cyan)
Logotype

supporter of
GENEVA / **LIVE**

LOGOTYPE

Positive (Anthracite)
Logotype

supporter of
GENEVA / **LIVE**

Negative (White / Alive Cyan)
Logotype

supporter of
GENEVA / **LIVE**

Negative (White)
Logotype

supporter of
GENEVA / **LIVE**



The right diagonal length.

Do not elongate the diagonal for a simple usage of the logotypes. Only in specific applications may the logotype be elongated. (e.g. logo is coupled with a headline).



The best contrast.

Do not use our logotype on a background of the same colour/colour range as the logotype itself. When the contrast is low, we advise using the positive (2 colours) logotype on a white background.



Do not use unspecified colours.

The logo should only ever be in our specified corporate colours, never tinted or transparent.

LOGOTYPE

INCORRECT USAGE

To make sure our logotype appears as consistently as possible throughout our communication, we have identified a few ways we do not want our logotype to appear.

It is important that our logo is not altered in any way. These examples show some incorrect uses.



Keep it simple.

Avoid stylizing the logotypes with outlines, glows, effects or any others techniques.



Keep it original.

Do not skew, rotate or stretch the logotypes.



Respect spaces and sizes.

Respect the clearspace of the logotypes so that each logotype has enough breathing room.



No copy.

Do not make your own logo. Do not recreate different font.