BRANDBOOK

RHINE GENE

1

SECTION 1
LOGO

RhineGene logomark is designed with thinking of **Rhine River** as it marches through the countries with its curvy and smooth structure. Besides that, it also has a resemblance with the letter "**R**".

The logomark and the type can be used alone to create patterns and lines but it can not represent the company as a logo.

RhineGene logotype is created using Bold weight of Gotham font family. The word "**GENE**" is brought over "**RHINE**" to create depth in the logo concept.

The logo is formed by the use of the mark and the RHINEGENE name together. The correct use of the logo with the main colors is as on this page.

RHINEGENE

RhineGene logo must be used in the area shown on the right. There can’t be any other design item in this area.

The height of the letter “**R**” can be used to identify the borders of the protected logo area.

P R O T E C T E D A R E A

The logo may be used as indicated with the country names RhineGene operates in.

The country name type is in Regular weight of Plus Jakarta Sans font family, which is the main communication font.

The minimum acceptable size of the RhineGene logo is 15 mm width when printing and 30 px height on digital media.

MINIMUM SIZE OF THE LOGO

The main corporate colors of RhineGene are **Charcoal** and **Orange.**

Details of the colors are shown on the right.

Pantone **447 C**
Hex: **#373A36**
RGB: **55, 58, 54**
CMYK: **68, 56, 59, 63**

Pantone **158 C**
Hex: **#E87722**
RGB: **232, 119, 34**
CMYK: **4, 62, 93, 0**

C O R P O R A T E C O L O R S

The alternative colors of RhineGene are **Sea Green** and **Blue Dianne.**

These colors can be used in design elements and communications depending on the media and communication purpose.

Pantone **7473 C**
Hex: **#279989**
RGB: **39, 153, 137**
CMYK: **78, 17, 52, 2**

Pantone **7477 C**
Hex: **#244C5A**
RGB: **36, 76, 90**
CMYK: **80, 53, 44, 39**

ALTERNATIVE COLORS

The main colors on a white background should be used as in the example.

The mark and RHINEGENE type should be used in full white on a black background.

The mark and RHINEGENE type should be used in full black on a white background.

In cases where the country name is used, the country name should be colored as the RHINEGENE type.

U S A G E O N W H I T E O R B L A C K

The mark and RHINEGENE type should be used in white on a Orange background.

The mark and RHINEGENE type should be used in white on a Sea Green background.

On a Charcoal background, the mark should be used with the characteristics of the Orange color and the RHINEGENE type should be white.

The mark and RHINEGENE type should be used in white on a Blue Dianne background.

In cases where the country name is used, the country name should be colored as the RHINEGENE type.

U S A G E O N C O R P O R A T E C O L O R S

The logo should be used in such a way that it creates the correct contrast value with the background on which it is positioned.

It is specified how to use it at different contrast values.

%0
%20
%40
%50

%0
%20
%40
%50

%50
%60
%80
%100

%50
%60
%80
%100

In cases where the country name is used, the country name should be colored as the RHINEGENE type.

U S A G E W I T H B L A C K A N D W H I T E

The logo, which stands on a nearly white background with the necessary contrast, can be used plainly with the main colors.

The mark, which stands on a dark background with the necessary contrast, can be used with Orange with all white RHINEGENE type.

The logo, which stands on a nearly white background with the necessary contrast, can be used in all black.

The logo, which stands on a dark background with the necessary contrast, can be used in all white.

In cases where the country name is used, the country name should be colored as the RHINEGENE type.

U S A G E O N P H O T O S

In all design works, the options in the Plus Jakarta Sans font family should be used.

Plus Jakarta Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Plus Jakarta Sans Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Plus Jakarta Sans Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Plus Jakarta Sans Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Plus Jakarta Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display was chosen as the secondary font to balance the primary font in design works.

Playfair Display Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial was chosen as the font to be used in all the communications.

Playfair Display Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Playfair Display Bold Italic

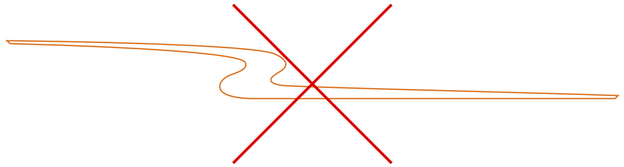
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial

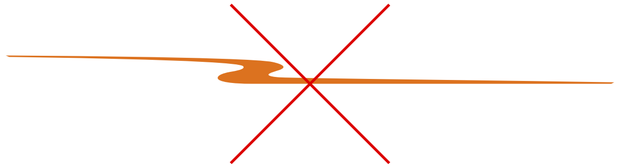
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

2

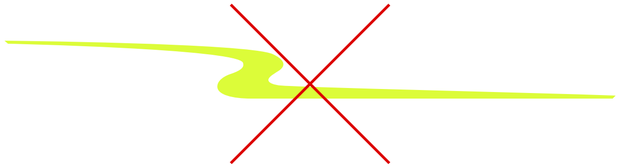
SECTION 2
FALSE USAGE



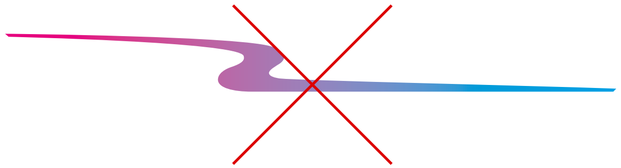
The mark should not be used as only contour.



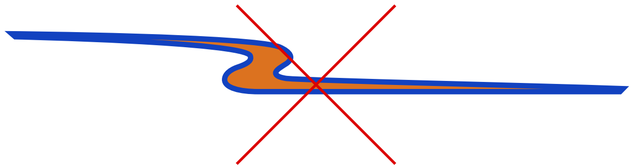
The mark should not be proportionally distorted.



The mark should not be used with the colors other than corporate colors.



The mark should not be filled with gradients.



The mark should not be applied with contours.

The mark should not be applied any effects.

FALSE USAGE OF THE MARK

The mark and the type should not be placed different than the indicated positions.

The scale of the mark and the type should not be changed.

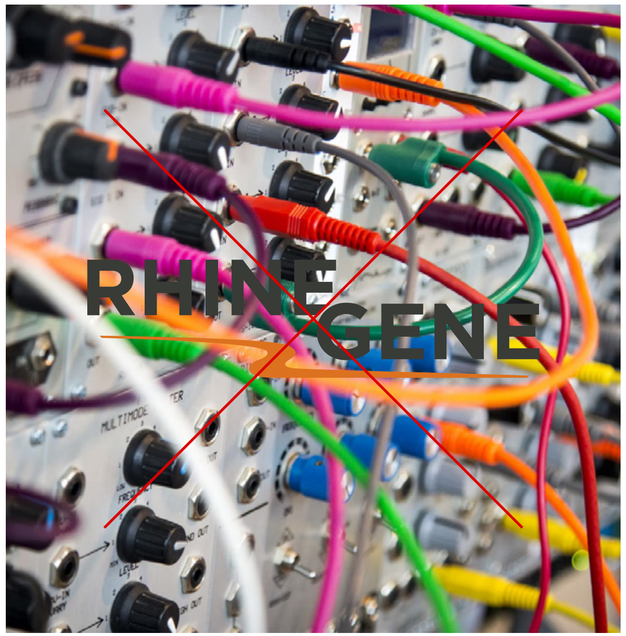
The logo should not be used with different shapes and objects.

The logo should not be deformed.

The logo should not be used with colors other than the indicated corporate colors.

The corporate colors of the logo should not be swapped.

FALSE USAGE OF THE LOGO



FALSE USAGE OF THE LOGO

RHINE
GENE

RHINE GENE

BRANDBOOK

by Anatolia Artworks

www.rhinegene.com

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