

GENESIS

Brand & Visual **Identity Guidelines**

Genesis *Brand Guide - V2.1*

Mission

At Genesis Events, we believe every couple deserves an event as unique as their love story. By combining creativity, personalization, and world-class entertainment, we craft unforgettable moments that mark the beginning of your forever.

Voice

The Genesis Voice is casual, trusting and mature.
We speak with everyone as friends.

We are: Fun but not silly. Helpful but not overbearing.
Expert but not bossy.

Slogan

Your story, your soundtrack.
Curating unforgettable experiences.

Values

Personalization

Every couple is unique, and every event we design reflects that individuality.

Creativity

From fresh concepts to custom entertainment, we infuse originality into every celebration.

Excellence

We hold ourselves to the highest standards - because your event deserves nothing less.

Memories

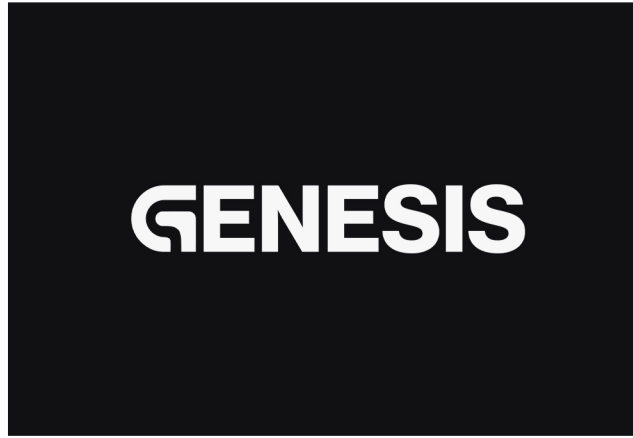
We create powerful moments that leave a lasting impression.

Preferred Phrases

Event Designers
Ambience Creators
Memory Architects
Joy Curators

Primary Logo

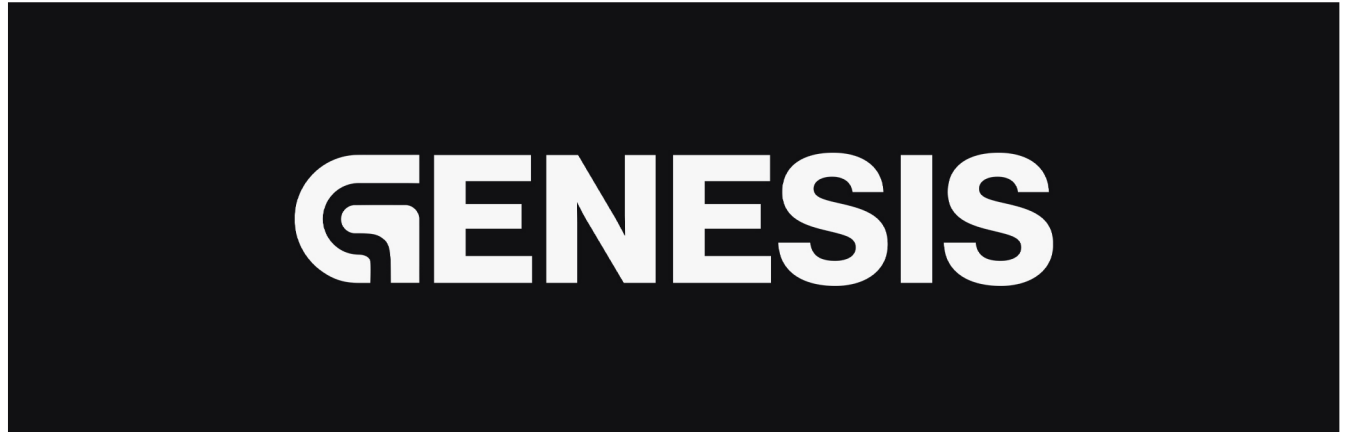
The Genesis Events primary logo is a combination of a logomark G with bevel, inner glow, satin and gold gradient effects paired with the Genesis Events official logotype.



GENESIS



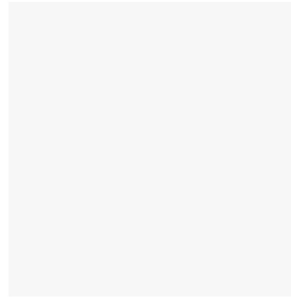
Primary Logomark



Primary Logo

Color Palette

The Genesis color palette is important to the brand identity and should be used for all static and brand focused executions.



HEX: **#F7F7F7**
RGB: **247,247,247**
CMYK: **2,1,1,0**



HEX: **#111013**
RGB: **17,16,19**
CMYK: **74,69,64,82**



HEX: **#FBCE44**
RGB: **251,206,68**
CMYK: **2,18,84,0**



HEX: **#CCA64A**
RGB: **204,166,74**
CMYK: **21,32,85,1**



Gold Gradient



Grey Gradient

Logo Color Usage



Light Gold



Dark Gold

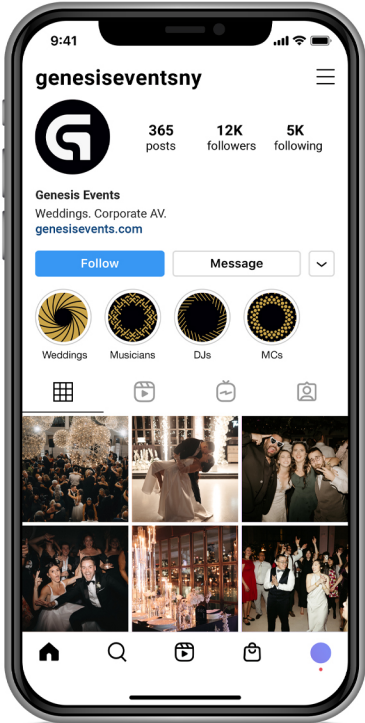
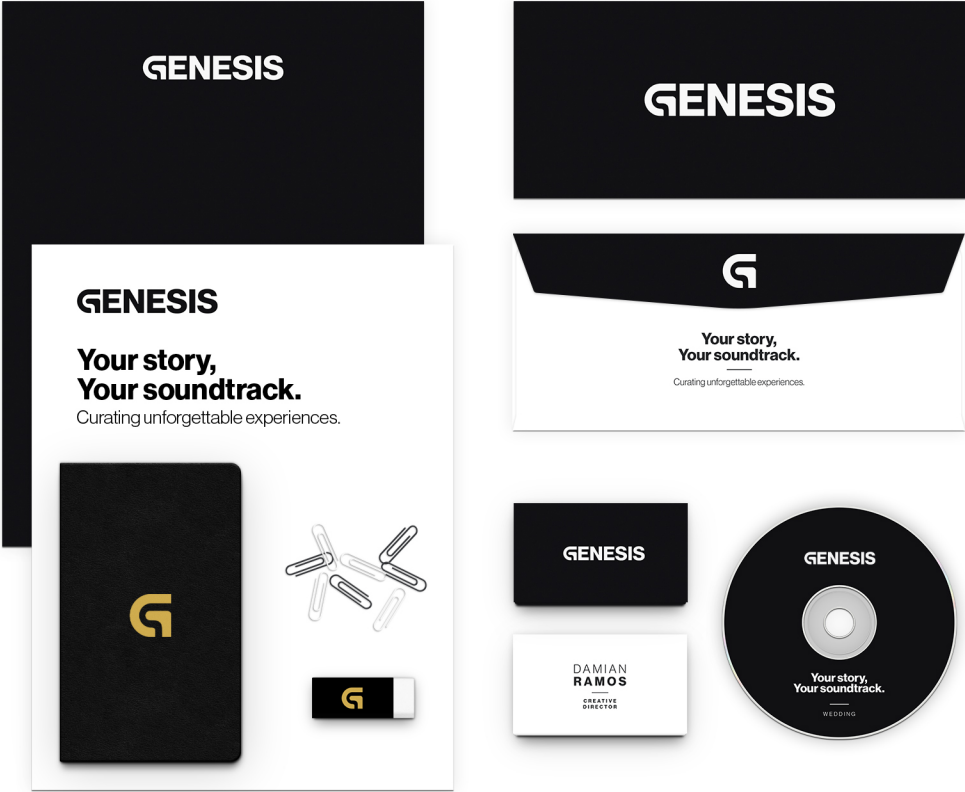


Gold Gradient



Dark Gold

Logo Usage Examples



Typography & Messaging Style

Neue Haas Grotesk Display Pro keeps the brand luxurious and minimal while maximizing readability. A wide array of weights are available for use on website, print, advertisement copy and social media.

FONT

NEUE HAAS GROTESK DISPLAY PRO

Weights:

45 Light

65 Medium

75 Bold

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit. Sed mattis nec quam et varius.

Morbi et euismod orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras mi nibh, ornare quis turpis sed, faucibus suscipit ex. Pellentesque suscipit enim rhoncus velit euismod posuere. Proin bibendum, sem non ullamcorper facilisis, elit lacus rutrum risus, sit amet convallis orci lectus sit amet lectus.

75 BOLD

45 LIGHT

Your story, Your soundtrack.

Curating unforgettable experiences.

← LEFT ALIGNED

Brand Imagery



Thank You.

GENESIS