

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 locus rutrum risus, sit amet conwallis orci lectus sit amet lectus.

75 BOLD

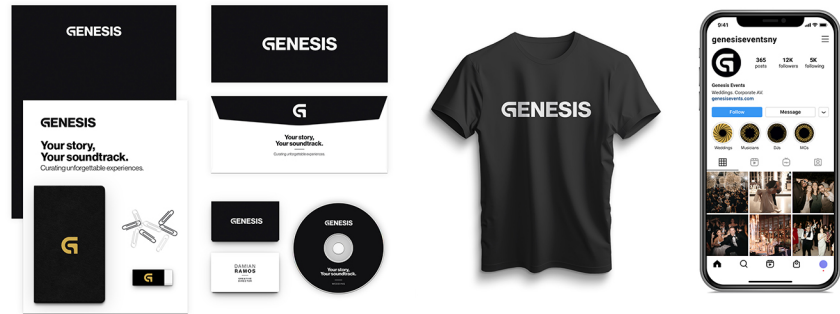
Your story, Your soundtrack.

45 LIGHT

Curating unforgettable experiences.

← LEFT ALIGNED

Logo Usage Examples



Brand Imagery



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: 2,1,0

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

HEX: #FBCE44
RGB: 251,206,68
CMYK: 2,16,84,0

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

Gold Gradient

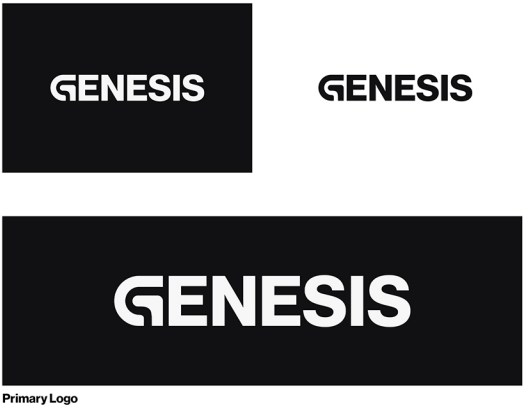
Grey Gradient

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.



Primary Logomark



Primary Logo

Logo Color Usage



Gold Gradient



Light Gold

Dark Gold

Dark Gold