

GENIE BRAND STANDARDS

VISUAL IDENTITY GUIDANCE

VERSION 9
UPDATED 07.2023

This Genie Brand Standards is a living document. Please note that because there may be content changes or additions on subsequent versions, you should always follow guidelines in the most recent version issued.



Genie®

QUALITY BY DESIGN

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THE GENIE BRAND

THE GENIE VOICE

AUTHENTIC, INNOVATIVE AND WITTY.

Our voice reflects our personality, and when someone interacts with Genie, we want them to find us relatable, creative, useful and engaging. Put simply, we want them to have a memorable experience. To accomplish this, the Genie voice is:

AUTHENTIC

Relationships are the foundation of our industry, and we build relationships by being relatable. We talk like real people, we are genuine and we are good listeners.

INNOVATIVE

“Quality By Design” means we are willing to push ourselves to solve complex challenges with creative solutions — both ours and our customers’. We talk confidently about the benefits of our products and proudly of our leadership in the industry, and we are original in how we share this with our audiences.

WITTY

We use cleverness and ingenuity in product development. Applying those same characteristics to our sense of humor differentiates Genie from the formality found in the industry and makes us more relatable to customers and end users.

OUR APPROACH

We talk first about our customers’ needs and then the benefits our equipment delivers to them and the end user. We favor first-person writing for our content, and we use concise sentences and strong action verbs.

GLOBAL AUDIENCE

Our team members, customers, future customers and equipment operators live and work all around the world. We aim to speak to people in their own language and we respect and appreciate different cultures and customs.

WE ARE GENIE AND THIS IS OUR VOICE.



GENIE LOGO

PRIMARY BRAND LOGO

OVERVIEW

At the heart of our visual system is the Genie logo. Bold. Distinctive. Solid blue in most cases. Respected throughout the industry, it's emblematic of our leadership position and the Genie commitment to helping our customers take their businesses to new heights.

The logo shown on this page is our primary brand logo and should be used for most use case scenarios. Visit the logo usage guide on pages 22 for more details.

BRAND LOGO

The proprietary typeface that makes up our logotype, including the two integrated “up” arrows, represents every product and service our company offers. Therefore, it's important to apply the logo appropriately and consistently every time. It's easy. Here are a few guidelines:

- Our logo should be reproduced in Genie Blue (PMS 300) whenever possible. See “Logo Color Palette” section for additional details.
- Never try to re-create or alter the logo in any way.
- The logo is not a font and should not be typed out.

DOWNLOAD LOGO ART

LOGOTYPE



CLEAR SPACE

The logo and descriptor must be separated from all other graphic elements by a clear space of at least 1/2 the letter form of the “e” in “Genie.”



MINIMUM SIZE

For clear reproduction, avoid using our logo smaller than the minimum size in the illustration shown here. If your application calls for a smaller size, please email to Genie-Brand-Support@terex.com



GENIE LOGO

CORPORATE GENIE LOGO

OVERVIEW

The corporate Genie logo includes the signature of our parent company, Terex. This logo has a few specific use case scenarios related to some corporate situations and communications. This is not our primary logo, please see previous page for our primary brand logo.

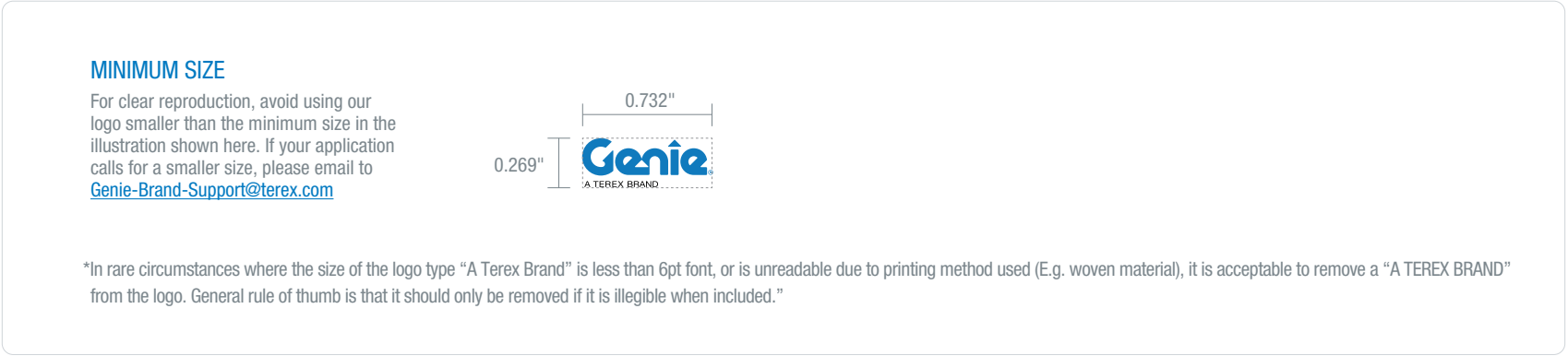
For details on when to use the corporate Genie logo, visit the logo usage guide on pages 22.

BRAND LOGO

The proprietary typeface that makes up our logotype, including the two integrated “up” arrows, represents every product and service our company offers. Therefore, it’s important to apply the logo appropriately and consistently every time. It’s easy. Here are a few guidelines:

- Our logo should be reproduced in Genie Blue (PMS 300) whenever possible. See “Logo Color Palette” section for additional details.
- Never try to re-create or alter the logo in any way.
- The logo is not a font and should not be typed out.

DOWNLOAD LOGO ART



*In rare circumstances where the size of the logo type “A Terex Brand” is less than 6pt font, or is unreadable due to printing method used (E.g. woven material), it is acceptable to remove a “A TEREX BRAND” from the logo. General rule of thumb is that it should only be removed if it is illegible when included.”

GENIE LOGO

SPECIAL USE CASE GENIE X QBD LOGO

OVERVIEW

This modified Genie logo that includes our standard Genie logo and a modified Quality By Design typeface beneath it should ONLY be used in very specific use cases. See below to find out when this logo version can be used.

USE CASES

- Can be used for Genie special events, in-person trade shows and virtual trade shows
- Can be used for your Genie email signature, where the small space requires a logo adaptation to include both Genie and Quality By Design
- This logo should only be used by the marketing team, and only in special circumstances. If you would like to use this logo for something other than what is listed on this page, please email Genie-Brand-Support@terex.com and we will let you know if you have an appropriate use case scenario for this logo or not.

DOWNLOAD LOGO ART

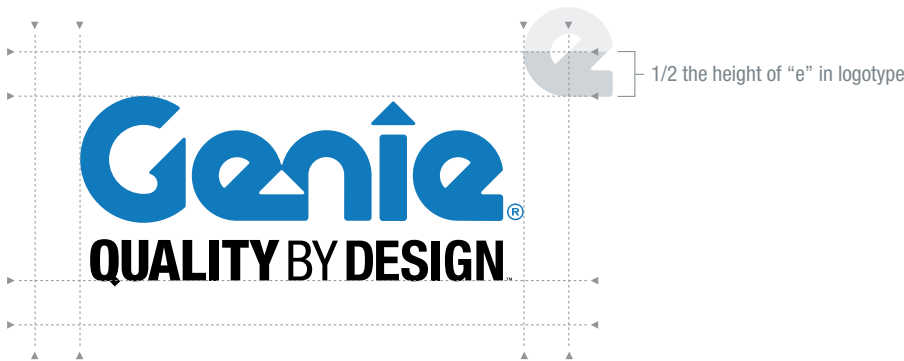
LOGOTYPE

SUBLOGO



CLEAR SPACE

The logo and descriptor must be separated from all other graphic elements by a clear space of at least 1/2 the letter form of the "e" in "Genie."



MINIMUM SIZE

For clear reproduction, avoid using our logo smaller than the minimum size in the illustration shown here. If your application calls for a smaller size, please email to Genie-Brand-Support@terex.com



GENIE LOGO

STAND-ALONE “G” LOGO

OVERVIEW

The solo Genie “G” logo is a new logo adaptation that is to be slowly introduced to the market. This logo variation was developed to allow the Genie brand to be more dynamic and versatile.

USAGE RULES

- The solo “G” should only be used alongside the full Genie logo, it should never be used on it’s own as the connection between the solo “G” and Genie has not been made with our audience yet.
- The solo “G” should only be used in 10% of marketing collateral in the first 6 months, then can move to 25% of collateral after the first initial 6 months in the market.

DOWNLOAD LOGO ART

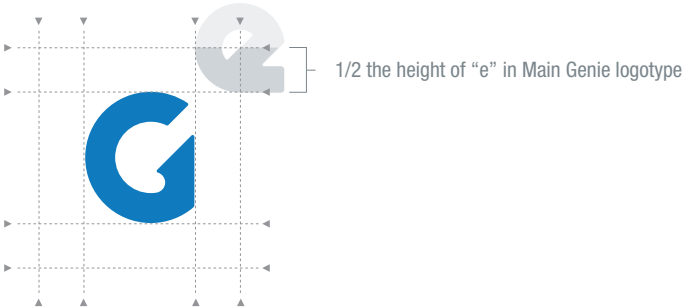
LOGOTYPE

This instance does not include “A TEREX BRAND” as it is not a primary or stand alone logo



CLEAR SPACE

The logo and descriptor must be separated from all other graphic elements by a clear space of at least 1/2 the letter form of the “e” in “Genie.”



MINIMUM SIZE

For clear reproduction, avoid using our logo smaller than the minimum size in the illustration shown here. If your application calls for a smaller size, please email to Genie-Brand-Support@terex.com



LOGO COLOR PALETTE

ACCEPTABLE PALETTES

OVERVIEW

From a color perspective, our logo is not complicated. The core version is solid blue – PMS 300. It can also print solid black or reverse white against an approved blue background. It’s important to use only the approved colors shown here. Consistency at all times is key.

COLOR STANDARDS

The Genie logo may be reproduced in full color using the Pantone Matching System (PMS), 4-color process, or RGB formulas. Do not substitute any other colors for the approved logo colors shown here.

COLOR GLOSSARY

Each color on this page is shown with four different color values that accommodate the most common reproduction methods. Color may appear slightly lighter or darker depending on the value.

Pantone – A universal color system used to denote spot inks used in offset printing.

CMYK – A value based on 4-color process printing. CMYK is made up by combining screen values of process colors – Cyan blue (C), Magenta pink (M), Yellow (Y) and Black (K).

RGB – Used for electronic display. Red (R) , Green (G), and Blue (B) combine to make a full spectrum of colors.

Websafe Hexadecimal – A color value that can be displayed consistently across browsers and operating systems.



Preferred Logo



Stand-Alone G: Genie Blue



Single Color: Reverse White



Stand-Alone G: Genie White



Single Color: Genie Black



Stand-Alone G: Genie Black



Genie Blue

Pantone	PMS 300C
CMYK	100/44/0/0
RGB	0/102/204
Websafe Hexadecimal	#0066CC



Genie Black

Pantone	PMS Black C
CMYK	0/0/0/100
RGB	0/0/0
Websafe Hexadecimal	#000000

BRAND COLOR PALETTE

ACCEPTABLE COLOR USAGE

OVERVIEW

There are six colors at your disposal for designing any type of Genie communication – three primary and three complementary or secondary colors. Our brand is about bold, solid color. Always stick with the colors shown here. Of course, keep in mind that the colors you see here should not be used for matching as you’re likely to see different results depending on the monitor and printer you use.

PRIMARY COLORS

These colors make up the foundation for all Genie brand communications.



Genie Blue	Pantone	PMS 300C
	CMYK	100/44/0/0
	RGB	0/102/204
	Websafe Hexadecimal	#0066CC



Genie Dark Gray	Pantone	PMS 430C
	CMYK	33/18/13/40
	RGB	124/135/142
	Websafe Hexadecimal	#7C878E



Genie Light Gray	Pantone	PMS 428C
	CMYK	10/4/4/14
	RGB	193/198/200
	Websafe Hexadecimal	#C1C6C8

SECONDARY COLORS

These colors are used as a complement to the primary palette.



Genie Black	Pantone	PMS Black C
	CMYK	0/0/0/100
	RGB	0/0/0
	Websafe Hexadecimal	#000000



Genie Gold	Pantone	PMS 132C
	CMYK	9/38/100/32
	RGB	160/116/0
	Websafe Hexadecimal	#A07400



Genie Dark Blue	Pantone	PMS 295C
	CMYK	100/69/8/54
	RGB	0/40/85
	Websafe Hexadecimal	#002855

TERTIARY COLORS

Inevitably, you’ll run into a chart in a presentation or another situation that will require introducing colors beyond the approved palette. Rather than create a tertiary palette to use, we offer this advice: choose colors that complement the existing palette. Bottom line, use your color choice to help define your content, not to make a personal style statement.

BRAND FONTS

APPROVED FONTS

OVERVIEW

Please use only the approved fonts you see here for all written Genie communication. You can obtain these approved fonts for use by contacting Genie Brand Support at Genie-Brand-Support@terex.com

MARKETING COLLATERAL AND PRINT MEDIA

Use the Helvetica Neue font family.

Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB, POWERPOINT AND EMAIL

Use the Arial font family.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO BACKGROUNDS

ACCEPTABLE BACKGROUNDS

OVERVIEW

If you like flexibility, you'll appreciate how adaptable our logo is to a host of applications. We've tried to think of everything: from our primary 4-color clean white applications to the simplest black and white (single color) execution.



WHITE BACKGROUND

When using a white or light background the preferred logo use is the two-color format.

Genie type is:

TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

"A Terex Brand" line is:

TEXT COLOR Black



BLUE AND DARK BACKGROUND

When using a dark background, the logo should be reversed-out in white.

LOGO POSITIONING

HORIZONTAL/VERTICAL TREATMENTS

OVERVIEW

In the vast majority of cases, the Genie logo will run horizontally. In a later section we'll discuss the exact placement. Occasionally, you may find yourself needing to run our logo vertically, this is allowed when necessary. The logo can be vertical but not at an angle. Please ensure the "G" is on top, and the logo is facing right when in vertical position.

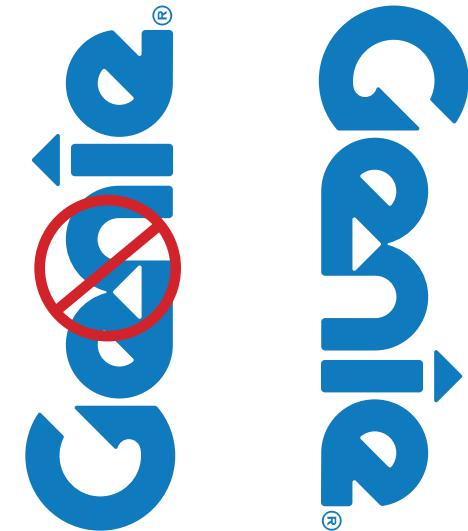
HORIZONTAL LOGO

The preferred position for the Genie logo.



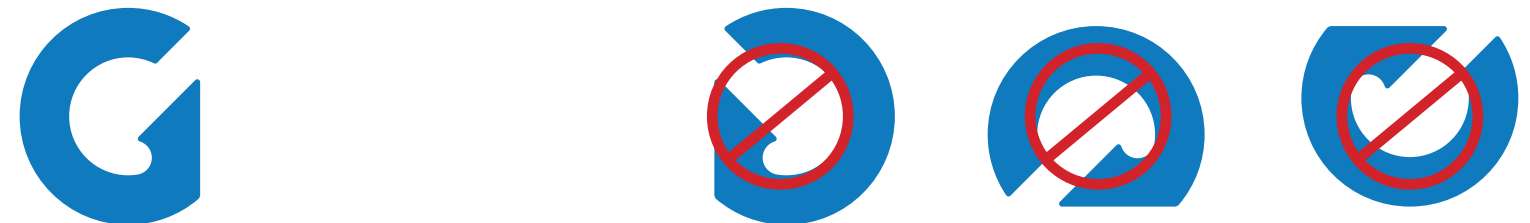
VERTICAL LOGO

When necessary, our logo can run vertically.



GENIE "G" LOGO

The preferred position for the Genie logo.



IMPROPER LOGO USAGE EXAMPLES

INCORRECT USAGES

OVERVIEW

It's important that we present the Genie logo accurately and consistently for the integrity of our brand. Do not distort or alter the logo in any way. Avoid these common logo misuses.



Don't invert the colors of the logo and tagline.



Don't use the logo stretched or with height and width scaled unequally.



Don't use the logo without the registered trademark.



Don't use the Terex logo color palette.



Don't use the logo on an angle.



Don't use old logos that reference "A Terex Company."



Don't outline the logo with color.



Don't curve the logo.



Don't use old logos that reference "Industries." Genie Industries is no longer a valid entity. Do not use.



Don't use the triangle alone.



Don't add a drop shadow, glow, or any other effects to the logo.

BRAND TAGLINE

QUALITY BY DESIGN

OVERVIEW

Everything Genie stands for stems from our brand identity, Quality By Design. This tagline highlights the intrinsic value of Genie to our customers, aligns us internally and clearly communicates what sets us apart from the competition.

IT SHOULD BE SEEN IN EVERYTHING GENIE DOES, INTERNALLY AND EXTERNALLY.

- Quality team members
- Quality cost and price structure
- Quality systems and processes
- Quality innovation and engineering
- Quality talent development
- Quality materials and supply chain
- Quality manufacturing
- Quality training and support
- Quality strategy

DOWNLOAD LOGO ART

LOGOTYPE

QUALITY^{BY} DESIGN™

CLEAR SPACE

The logo and descriptor must be separated from all other graphic elements by a clear space of at least 1/2 the letter form of the “a” in “Quality.”



MINIMUM SIZE

For clear reproduction, avoid using our logo smaller than the minimum size in the illustration shown here. If your application calls for a smaller size, please email to Genie-Brand-Support@terex.com



BRAND TAGLINE

COLOR OPTIONS

OVERVIEW

Our tagline represents our brand purpose, to be the global leader in customer-focused products and services that deliver quality, efficiency and value.

We’ve developed a number of acceptable variations with both the primary logotype and secondary logotype pictured. The primary logotype should always be used unless the scale of the primary logo would be compromised, in that case the secondary logotype should be used.

PRIMARY LOGOTYPE

The primary logotype is to be used on the majority of visual applications.



3-COLOR ON WHITE

When using a white or light background, the preferred logo use is the three-color format.

“Quality” is:
TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

“By Design” is:
TEXT COLOR Black

Arrow is:
TEXT COLOR PMS 430C
(CMYK 33/18/13/40)



2-COLOR ON BLUE

When using a bold blue or a dark background, the logo should be reversed-out in white and gray.

“Quality” and arrow are:
TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

“By Design” is:
TEXT COLOR PMS 430C
(CMYK 33/18/13/40)



SINGLE COLOR ON WHITE

When necessary, a single color can be used on a white background.

TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

Alternate color:
TEXT COLOR Black



SINGLE COLOR ON DARK

When necessary, a single color can be used on a dark background.

TEXT COLOR White

SECONDARY LOGOTYPE

The secondary logotype is to be used in applications where the visual space is especially horizontal and the scale of the “primary” logotype would be compromised.



3-COLOR ON WHITE

When using a white or light background, the preferred logo use is the three-color format.

“Quality” is:
TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

“By Design” is:
TEXT COLOR Black

Arrow is:
TEXT COLOR PMS 430C
(CMYK 33/18/13/40)



2-COLOR ON BLUE

When using a bold blue or a dark background, the logo should be reversed-out in white and gray.

“Quality” and arrow are:
TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

“By Design” is:
TEXT COLOR PMS 430C
(CMYK 33/18/13/40)



SINGLE COLOR ON WHITE

When necessary, a single color can be used on a white background.

TEXT COLOR PMS 300C
(CMYK 100/44/0/0)

Alternate color:
TEXT COLOR Black



SINGLE COLOR ON DARK

When necessary, a single color can be used on a dark background.

TEXT COLOR White

PROPER LOGO AND TAGLINE LOCKUPS

PRIMARY OPTIONS

OVERVIEW

Whether you use the Primary or Secondary version of the tagline, always maintain the size relationship to the logo shown here. The intent is for the “Genie” logo and “Quality By Design” tagline to be on opposite sides of the page.

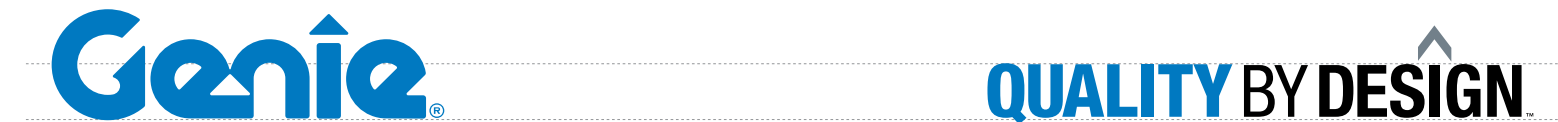
PRIMARY LOGO AND TAGLINE LOCKUP

This is the preferred logo/tagline relationship. Note that the type in the “Quality By Design” tagline aligns with the knockout inner part of the “e” in the Genie logo.



SECONDARY LOGO AND TAGLINE LOCKUP

The Secondary logo/tagline can be used when necessary in an especially wide format such as a web banner.



PROPER LOGO AND TAGLINE LOCKUPS

ALTERNATE OPTIONS - TRADESHOWS AND EVENTS OR SPECIAL CASE PROMOTIONS

OVERVIEW

Because “Quality By Design” is our primary brand tagline, it should be standard use in general brand communications and through all standard collateral.

For tradeshow and event usage, where specific products, features or local themes are the focus of the communication, the alternate options on this page can be used to reinforce a sub-brand category or theme.

FE PRODUCTS



XC PRODUCTS



J ESSENTIAL PRODUCTS



LIFT CONNECT LOGO



PROPER LOGO AND TAGLINE LOCKUPS

GENIE GENUINE PARTS - TRADE SHOWS

OVERVIEW

The Genie Genuine Parts logo is a modified version of the Genie logo and should ONLY be used in trade show scenarios to denote the Parts section of the booth. See the Genie Parts branding section of this guidelines document for information on what logo to use on standard parts branding.

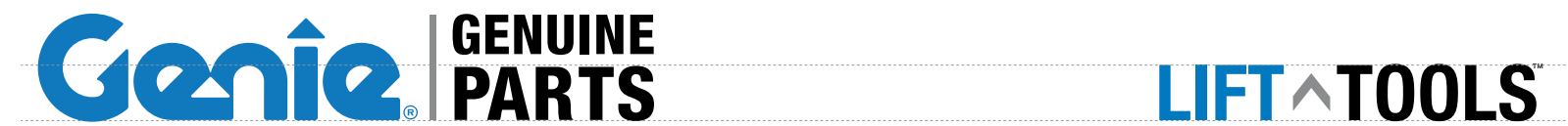
FOR TRADESHOWS AND EVENTS ONLY

All Lift Guard and Lift Tools accessories will be labeled with a product specific logo. To keep messaging clean, and to reinforce the primary Lift Tools and Lift Guard brands, only the Primary Lift Tools and Lift Guard logos should be used in lock up with the Genie Genuine Parts logo.

ON EQUIPMENT LIFT GUARD/LIFT TOOLS LOGO



LIFT TOOLS ACCESSORIES - TRADESHOWS AND EVENTS LOCK UP



LIFT GUARD ACCESSORIES - TRADESHOWS AND EVENTS LOCK UP



IMPROPER LOGO AND TAGLINE LOCKUPS

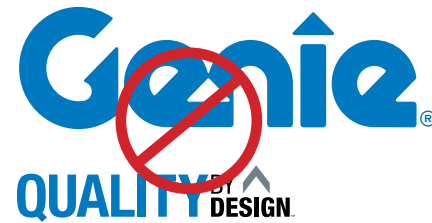
INCORRECT LOCKUPS

OVERVIEW

Follow the guidelines on the previous page and you can't go wrong. Stray from them and you're likely to end up with awkward graphic disasters like the ones you see here. All are unacceptable.

PRIMARY LOGO AND TAGLINE LOCKUP

The Genie brand logo is not intended to be stacked with the primary "Quality By Design" logotype.



SECONDARY LOGO AND TAGLINE LOCKUP

The Genie brand logo is not intended to be stacked with the secondary "Quality By Design" logotype.



GENIE, TEREX AND TEREX AWP LOGOS

TEREX/GENIE LOGO LOCKUP

OVERVIEW

There will be times when communications must display both Terex and Genie logos. If the communication is primarily Genie focused, the Genie logo should be the most prominent position. If the communication is primarily Terex focused, refer to the Terex brand guidelines.

Terex Corporation is our company. Many of our design cues come from Terex, so you should be familiar with The Terex Brand Guidelines. But to our customers, Genie stands alone. They ask for Genie equipment by name based on decades of us being there with them.

Genie Industries is no longer a legal entity and should not be used. Genie should primarily stand alone or in special cases followed by the descriptor, “A Terex Brand”, see the logo usage guidance on pages 22 for more details.

TEREX CORPORATE LOGOS

The corporation name, Terex AWP, should only be used to explain the organization of Terex Corporation. Our goal is to minimize presenting the Terex Aerial Work Platforms logo in customer-facing material.



TEREX FINANCIAL SERVICES LOGO

This logo should only be used when primarily promoting a TFS special.



DUAL BRANDING USE

This is the approved dual branding lockup usage.



Vertical logo lockup







Horizontal logo lockup

GENIE AND TEREX LOGO USAGE GUIDE

OVERVIEW

Use this page and the previous page to help you decide which logo(s) are appropriate for any circumstance you may encounter.

				
EXTERNAL COMMUNICATIONS				
Press Releases	✓		✓	
Fax & Memo	✓			
Email	✓			
Letterhead/Stationery	✓		✓	
Price Increase Communication			✓	✓
Facility Sign/Branding	✓			
Newsletters	✓			
Corporate communications (Investor pres, etc)		✓		
Invoices	✓			
Business Cards	✓			
Industry Publication Collateral	✓			
Service Bulletins	✓			
Investor Communications		✓	✓	
PowerPoint Templates (External)	✓			
Spec Sheets	✓			
Customer Price Quotes	✓			
WEB AND DIGITAL MEDIA				
Vertical Landing Pages	✓			
Internet Sites	✓			
Intranet- Terex Corp		✓		
Intranet- Terex Business Segment		✓		
Sharepoint sites		✓		
Internet Banner	✓			
Internal Screen Saver	✓			
Product Video	✓			
Social Media Channels	✓			
Genie E-Commerce Website	✓			
Genie Equipment Website	✓			
Genie Genuine Parts Website	✓			
INTERNAL COMMUNICATIONS				
Organizational Announcements	✓			
Newsletters (incl. Platform)	✓			
Internal documents (Strategic plans, bus. Analysis)	✓			
Corporate communications		✓		
Internal Process Documents	✓			
PowerPoint Templates (Internal)	✓			
Zero Harm/Production Line Initiative Apparel		✓		

				
INTERNAL COMMUNICATIONS				
Genie production line apparel	✓			
Team shirts & other internal promotion	✓			
PRODUCTS				
Genie Equipment	✓			
Genie Genuine Parts	✓			
Genie Genuine Parts Packaging	✓			
Training Manuals	✓			
Equipment Manuals		✓		
Service Manuals		✓		
Equipment Documentation	✓			
Training	✓			
Product Literature	✓			
Packaging Material	✓			
Genie Parts Boxes	✓			
ADVERTISING				
Digital Advertising	✓			
Print Advertising	✓			
COOP Distributor Ad	✓			
BRAND BUILDING				
Team Member Badges	✓			
Uniforms	✓			
Trade Show Booth	✓		✓	
Trade Show Uniforms & badges	✓			
Tradeshows Properties	✓			
Merchandise (Internal)	✓			
Merchandise (Rental)	✓			
Merchandise (Dealer/Distributor)	✓			
Merchandise (End User)	✓			
Service Vans	✓			
Guest Visit Collateral	✓			
Flags/Banners	✓			
Flags/Banners	✓			
Customer Calendars	✓			
Distributor Signage	✓			

NOTE: Some legal entities within Terex AWP require specific Terex brand representation on various sales and legal documents. These requirements take precedence over the Genie brand standards.

SUB-BRAND LOGOS

SUB-BRAND LOGOS

OPTIONS AND ACCESSORIES

USAGE

Sub brand logos build equity by leveraging the strength and notability of the Genie and Genie Genuine Parts logos. Sub brand logos should only appear alongside the primary Genie logo for tradeshow and events signage, or for approved special case scenarios. Sub brand logos can only be used independently when on the interior of a brochure or catalog where the connection to the Genie logo is already well established.

Note: Product specific version only for use in on-equipment branding.

DOWNLOAD OPTIONS & ACCESSORIES ART

DOWNLOAD SAFETY ACCESSORY ART

OPTIONS AND ACCESSORIES

LIFT ^ CONNECT™

LIFT ^ POWER™

LIFT ^ CONNECT™ ACCESS
MANAGER

LIFT ^ TOOLS™

LIFT ^ TOOLS™ ACCESS
DECK

LIFT ^ TOOLS™ MATERIAL
CARRIER

LIFT ^ TOOLS™ SPILL
GUARD

LIFT ^ TOOLS™ EXPO
INSTALLER

LIFT ^ TOOLS™ WORK
TRAY

SAFETY ACCESSORIES

LIFT ^ GUARD™

LIFT ^ GUARD™ PLATFORM
MESH

LIFT ^ GUARD™ CONTACT
ALARM

LIFT ^ GUARD™ FALL
ARREST
BAR

SUB-BRAND LOGOS

PRODUCT LINES & PRODUCT FAMILY

USAGE

All product line and product family sub brand logos should be used in lock up with an approved version of the primary Genie brand logo for tradeshow and events.

DOWNLOAD PRODUCT LINES ART

PRODUCT LINES



SUB-BRAND LOGOS

GENIE SUPPORT

USAGE

These program specific logos are not generally intended for use in outbound communications and should primarily be used for tradeshow booth creative materials highlighting advantages of program specific parts and service offerings.

The Genie Genuine Parts logo should not be used for any on-component branding or labeling, but will continue to be used in a limited capacity on parts shipping boxes and trade show display branding. Please refer to the Parts branding section of this document for on-component branding guidelines.

The Genie Parts Social Media logos are only to be used for the over-arching Genie parts social media channels and not to be used on collateral at present time.

DOWNLOAD LOGOS ART

TRADE SHOW GENIE PARTS & SERVICE LOGOS



*Only active in LATAM

PROGRAM SPECIFIC SUPPORT LOGOS



SUB-BRAND LOGOS

GENIE PREVIOUSLY OWNED

DOWNLOAD LOGOS ART

PRIMARY GENIE PREVIOUSLY OWNED FAMILY LOGO



PROGRAM SPECIFIC USED EQUIPMENT LOGOS



SUB-BRAND LOGOS

RETIRED

USAGE

All logos on this page are retired and should no longer be used. Please refer to previous pages for sub-brand logos that are usable.

RETIRED SUB-BRAND LOGOS



VISUAL SYSTEM OVERVIEW

VISUAL SYSTEM OVERVIEW

CLEAN WHITE

OVERVIEW

Clean. Strong. Direct. The Genie visual system is a graphic embodiment of our brand. Consistency is a critical part of any brand visual system, our system's core visual concept you see here helps us present a consistent brand look.

LOGO USAGE

The Genie logo goes on any and every piece of communication. Like any logo, there are ways to use it and ways not to use it. See the previous section "Genie Logo" for more information.

VISUALS

We keep things simple. That means using clean, strong imagery. Uncluttered layouts. And powerful headlines – make them short and strong.

CLEAN WHITE LOOK

PROTECT SENSITIVE SURFACES

GENIE® GTH™-5519
TURF TIRES



Sand and Grass



Low Ground Pressure



Increase Productivity

*Aftermarket retrofit available with part number 1298023GT

Genie®

QUALITY^{BY} DESIGN

LEARN MORE AT [GENIELIFT.COM/GS1330M](https://www.genielift.com/GS1330M)

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PROPER VS. IMPROPER PHOTO TREATMENT

SAMPLE

OVERVIEW

The photography treatment for the Genie visual system is very specific and it is imperative that it is used correctly. Not only for consistency between marketing materials, but it helps to tell the story of the machine use in its environment.

There will be two layers for the treatment:

- 1. Cut-out image (top layer)** - This is a full-color, CMYK photo that is “outlined” to remove the background/ environment of the machine so that the background is transparent. This is achieved using a layer mask in Photoshop.
 - 2. Background image (bottom layer)** - Directly below the full-color cut-out image you will use the background from the cut-out image that has been converted to a grayscale then set the layer to “multiply” in InDesign.
- A mask should be applied to the background image in Photoshop to make any edges a soft vignette. Remove tone in areas where text or iconography overlay the background so that the text is clear and readable.
- A “levels” adjustment layer may need to be added to increase the black and white values for more contrast.



INCORRECT



INCORRECT

This background image is correctly set to “Multiply” however, it is a full-color image and should be grayscale. Some tone should be removed from behind the icons so that they are more readable.

INCORRECT

The background image creates a hard line and should be softened with a vignette.



CORRECT



CORRECT

This background image is correctly set to “Multiply” and is grayscale. Some tone has been removed to allow the icons to be more readable.

CORRECT

A layer mask has been added to the background image to create a nice, soft vignette transition.

PRINT AD TEMPLATES

FULL PAGE AD CLEAN WHITE - BLUE FOOTER

FULL-PAGE AD

OVERVIEW

Keep copy short, use strong key visual of our product and keep your layout clean and simple for maximum impact and easy readability.

SIZING

Sizes indicated are based on a full-page (approximately 8.5" x 11") ad. Sizes may be adjusted proportionally when creating a larger or smaller ad.

CLEAN WHITE SYSTEM

This system utilizes a gray textured background with a product photo overlay.

The background file to be used is:
Genie-Texture-Vertical-Small-Gray.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 54-75pt.
LEADING 50-68pt.
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 24-32pt.
LEADING 25-33pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Illustrate headline, primary focus on equipment and use case. Vignette background of photo in grayscale with "effect" set to "multiply" and overlaying full-color cut-out image on top.

BRAND FOOTER

Genie reversed logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 1.875"
(or approx. 17% of the ad size)
GRADIENT COLORS
TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)
TOP BORDER White, 2pt.

COMPACT MANEUVERABILITY

THE GENIE® GS™ -1330m SCISSOR LIFT



Compact
Footprint



1950^{lb}
Lightweight



500^{lb}
2-Person
Capacity

FOCUS BOX

Box planes should not be broken or overlapped with other elements.

FONT Helvetica Neue 75 Bold,
centered
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR Black
LINE WEIGHT 1pt.
LINE COLOR PMS 300c (CMYK:100/44/0/0)
POSITIONING Horizontal, left or right

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement. Infographics should be limited to three based on the top competitive features for the intended audience.

ICON COLOR Blue

BACKGROUND

Use clean white background, file:
Genie-Texture-Vertical-Small-Gray.psd
<https://terexcorporation.sharepoint.com>

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
"Call...", "Visit...", "Learn..."

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified
SIZE 10.5pt.
TEXT COLOR PMS 295c (CMYK:100/69/8/54)
BAR COLOR PMS 428c (CMYK 10/4/4/14)

0.3125" Bottom Margin

Genie®

QUALITY^{BY}
DESIGN

LEARN MORE AT [GENIELIFT.COM/GS1330M](https://genielift.com/GS1330M)

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COPYRIGHT

FONT Helvetica Neue 65 Medium
SIZE/LEADING 7pt. / 8pt.
TEXT COLOR PMS 428c (CMYK 10/4/4/14)

FULL PAGE AD SPECIAL EDITION - BLACK FOOTER

FULL-PAGE AD - BLACK FOOTER

OVERVIEW

Keep copy short, use strong key visual of our product and keep your layout clean and simple for maximum impact and easy readability.

SIZING

Sizes indicated are based on a full-page (approximately 8.5" x 11") ad. Sizes may be adjusted proportionally when creating a larger or smaller ad.

SPECIAL EDITION SYSTEM

This system utilizes a black textured background with supporting imagery overlay.

The background file to be used is:

Genie-Texture-Vertical-Small-Black.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 54-75pt.
LEADING 50-68pt.
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 24-32pt.
LEADING 25-33pt.
TEXT COLOR PMS 428c (CMYK 10/4/4/14)

PHOTOGRAPHY

Illustrate headline, primary focus on message.

COLOR Use full color, CMYK

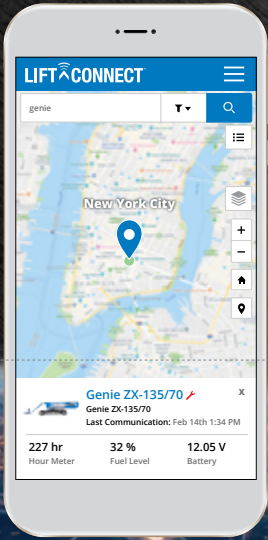
BRAND FOOTER

Genie logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 1.875"
(or approx. 17% of the ad size)
GRADIENT COLORS
TOP: CMYK 0/0/0/90
BOTTOM: Black
TOP BORDER White, 2pt.

CONNECT
YOUR FLEET

GENIE® LIFT CONNECT™ TELEMATICS



Genie®

QUALITY BY DESIGN
LEARN MORE AT GENIELIFT.COM

COPYRIGHT

FONT Helvetica Neue 65 Medium
SIZE/LEADING 7pt. / 8pt.
TEXT COLOR White

FOCUS BOX

Box planes should not be broken or overlapped with other elements.

FONT Helvetica Neue 75 Bold, centered
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR White
LINE WEIGHT 1pt.
LINE COLOR White
POSITIONING Horizontal, left or right

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement. Infographics should be limited to three based on the top competitive features for the intended audience.

ICON COLOR White

BACKGROUND

Use special edition black background, file: Genie-Texture-Vertical-Small-Black.psd
<https://terexcorporation.sharepoint.com>

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
"Call...", "Visit...", "Learn..."

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified
SIZE 10.5pt.
TEXT COLOR Black
BAR COLOR PMS 428c (CMYK 10/4/4/14)

0.3125" Bottom Margin

FULL PAGE AD

SPECIAL EDITION

- BLUE FOOTER

FULL-PAGE AD

OVERVIEW

Keep copy short, use strong key visual of our product and keep your layout clean and simple for maximum impact and easy readability.

SIZING

Sizes indicated are based on a full-page (approximately 8.5" x 11") ad. Sizes may be adjusted proportionally when creating a larger or smaller ad.

SPECIAL EDITION SYSTEM

This system utilizes a black textured background with supporting imagery overlay.

The background file to be used is:
Genie-Texture-Vertical-Small-Black.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 54-75pt.

LEADING 50-68pt.

TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 24-32pt.

LEADING 25-33pt.

TEXT COLOR PMS 428c (CMYK 10/4/4/14)

PHOTOGRAPHY

Illustrate headline, primary focus on message.

COLOR Use full color, CMYK

BRAND FOOTER

Genie logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 1.875"
(or approx. 17% of the ad size)

GRADIENT COLORS

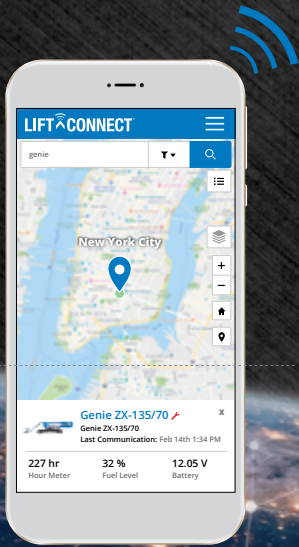
TOP: PMS 300c (CMYK:100/44/0/0)

BOTTOM: PMS 295c (CMYK:100/69/8/54)

TOP BORDER White, 2pt.

CONNECT
YOUR FLEET

GENIE® LIFT CONNECT™ TELEMATICS



FOCUS BOX

Box planes should not be broken or overlapped with other elements.

FONT Helvetica Neue 75 Bold, centered

SIZE/LEADING 10pt. / 12pt.

TEXT COLOR White

LINE WEIGHT 1pt.

LINE COLOR White

POSITIONING Horizontal, left or right

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement.

ICON COLOR White

BACKGROUND

Use special edition black background, file: Genie-Texture-Vertical-Small-Black.psd
<https://terexcorporation.sharepoint.com>

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
"Call...", "Visit...", "Learn..."

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified

SIZE 10.5pt.

TEXT COLOR Black

BAR COLOR PMS 428c (CMYK 10/4/4/14)

0.3125" Bottom Margin

COPYRIGHT

FONT Helvetica Neue 65 Medium

SIZE/LEADING 7pt. / 8pt.

TEXT COLOR White

QUARTER PAGE AD

PREFERRED

OVERVIEW

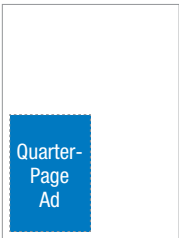
Follow the same rules as the full-page ads.

FOCUS BOX

Focus box should be removed as the preferred layout option for a quarter-page ad.

SIZING

Sizes indicated are based on a quarter-page (approximately 4.25" x 5.5") ad. Sizes may be adjusted proportionally when creating a larger or smaller ad.



Approximate size in relation to full-page ad.

HEADLINE
Two lines preferred, 2 max.
SIZE 26pt.
LEADING 25pt.

SUBHEAD
SIZE 14pt.
LEADING 15pt.

.3125" Left Margin

.3125" Top Margin

.3125" Left Margin

PERFORMANCE WITHOUT COMPLEXITY
GENIE® GTH™-844 TELEHANDLER



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QUALITY BY DESIGN
LEARN MORE AT GENIELIFT.COM

BRAND FOOTER
HEIGHT 1.0625" (or approx. 20% of the ad size)

CALL TO ACTION BANNER
SIZE 7.5pt.

.125" Bottom Margin

COLOR OPTIONS

Primarily the clean white color should be used with the blue footer on collateral.

CLEAN WHITE WITH BLUE FOOTER

AD TEMPLATES

37

METRIC AD

SAMPLE FULL-PAGE AD - A4

OVERVIEW

Keep copy short, use strong key visual of our product and keep your layout clean and simple for maximum impact and easy readability.

SIZING

Sizes indicated are based on a full-page A4 8.27" x 11.69" (210mm x 297mm) ad. Sizes may be adjusted proportionally when creating a larger or smaller ad.

BOLD BLUE SYSTEM

This system utilizes a dark blue textured background with a product photo overlay.

The background file to be used is:
Genie-Texture-Vertical-Small-CMYK.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 54-75pt.
LEADING 50-68pt.
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 24-32pt.
LEADING 25-33pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Illustrate headline, primary focus on equipment and use case. Vignette background of photo in grayscale with "effect" set to "multiply" and overlaying full-color cut-out image on top.

BRAND FOOTER

Genie reversed logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 47.625 mm
(or approx. 17% of the ad size)

GRADIENT COLORS
TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)
TOP BORDER White, 2pt.

12.7mm Left Margin

12.7mm Top Margin

12.7mm Right Margin

COPYRIGHT

FONT Helvetica Neue 65 Medium
SIZE/LEADING 7pt. / 8pt.
TEXT COLOR PMS 428c (CMYK 10/4/4/14)

FOCUS BOX

Box planes should not be broken or overlapped with other elements.

FONT Helvetica Neue 75 Bold, centered
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR Black
LINE WEIGHT 1pt.
LINE COLOR PMS 300c (CMYK:100/44/0/0)
POSITIONING Horizontal, left or right

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement.

ICON COLOR TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)

BACKGROUND

Use clean gray background, file: Genie-Texture-Vertical-Small-CMYK.psd

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
"Call...", "Visit...", "Learn..."

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified
SIZE 10.5pt.
TEXT COLOR PMS 295c (CMYK:100/69/8/54)
BAR COLOR PMS 428c (CMYK 10/4/4/14)

7.9375mm Bottom Margin

FOOTER OPTIONS

PRIMARY FOOTER

OVERVIEW

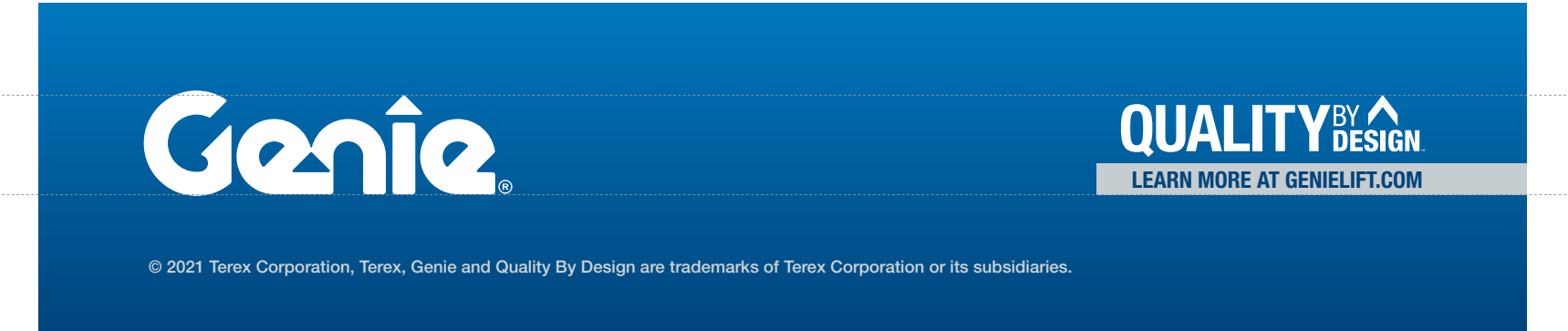
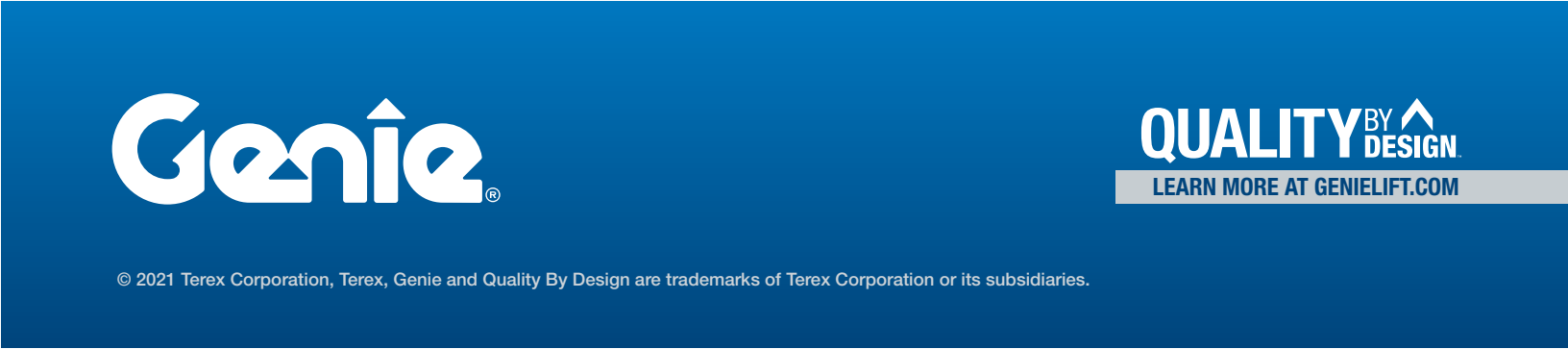
The primary footer treatment should utilize the “Quality By Design” sub-brand logo. When necessary, alternate sub-brand logos can be used in replace of the “Quality By Design” logo, but the placement should remain the same.

Consistently provide a desired call to action in the footer.

USAGE

“Quality By Design” is our primary brand tagline, and should be used consistently across all collateral. When promoting specific primary features, such as XC, FE, J or Lift Connect, the product line should be represented within the ad content but not in the footer, unless being used on a specialized tradeshow or event graphic.

PRIMARY - QUALITY BY DESIGN FOOTER



FOOTER OPTIONS

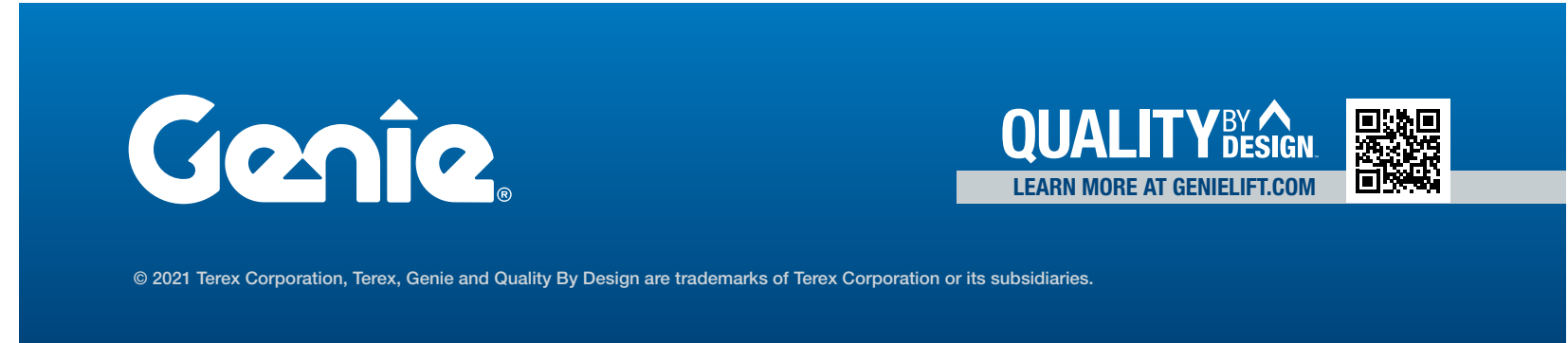
GET CONNECTED

OVERVIEW

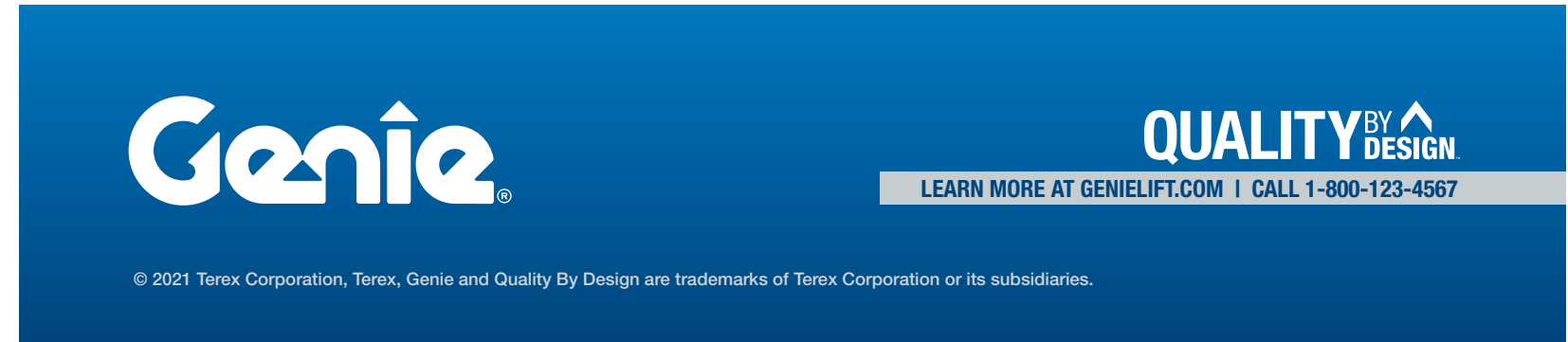
If additional contact details or a QR code are required, you should follow these sample layouts.

- Consistently provide a desired call to action.
- Sub logo and QR code should be bottom aligned with the Genie logotype.
- When more than two CTA's are shown, address, phone, email and social media listings should be converted to icons.
- Three or less CTA's is strongly preferred.

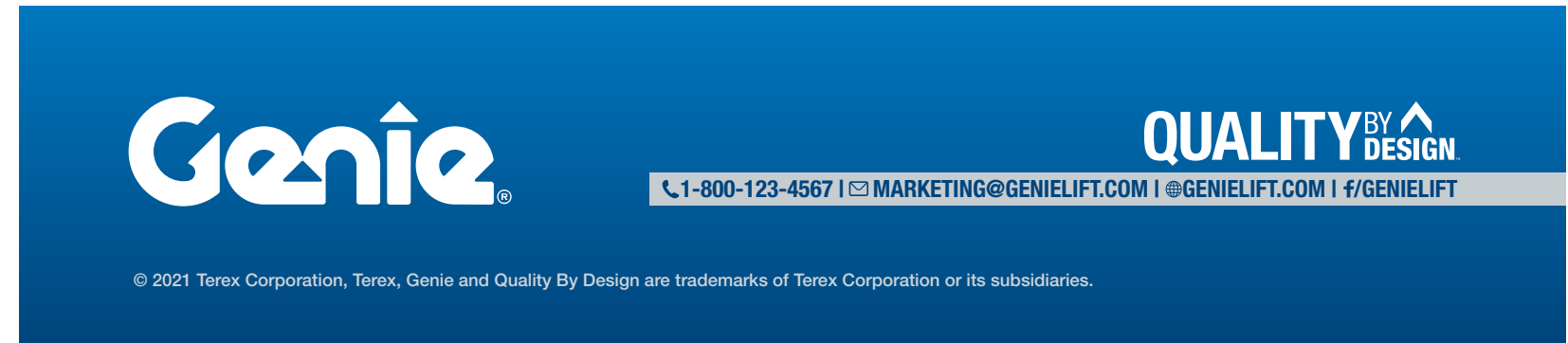
QR CODE FOOTER



CTA - WEB AND PHONE NUMBER FOOTER



CTA - WEB, PHONE, EMAIL, SOCIAL ICONS FOOTER



FOOTER OPTIONS

EVENT FOOTERS

OVERVIEW

In the event that event logo and booth location details are required, follow these sample layouts.

EVENT FOOTER OPTION 1



APRIL 8-14, 2019 - MUNICH

VISIT GENIE AT STAND 110





LEARN MORE AT GENIELIFT.COM

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EVENT FOOTER OPTION 2





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APRIL 8-14, 2019 - MUNICH


VISIT GENIE AT STAND 110

EVENT FOOTER OPTION 3





LEARN MORE AT GENIELIFT.COM



APRIL 8-14, 2019 - MUNICH
VISIT GENIE AT STAND 110

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PRODUCT VALUE PROPOSITION ADS

PRODUCT VALUE PROPOSITION FLYER

VALUE SQUARES TEMPLATE

OVERVIEW

This value proposition template should be used to communicate a product or product line’s main values. Usually in the form of percentages. These represent the four main benefits predetermined by the field marketing team and product management.

These ads should feature the following:

- Attention grabbing headline
- Descriptive sub-headline
- Clean cutout image in the center
- 4 gray value prop squares surrounding the cutout
- Standard blue footer with Genie and Quality By Design
- A QR code linked to the product/product line’s landing page

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 54-75pt.

LEADING 50-68pt.

TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 24-32pt.

LEADING 25-33pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Illustrate headline, primary focus on equipment by using clean cutout image in the center.

BRAND FOOTER

Genie reversed logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

GRADIENT COLORS

TOP: PMS 300c (CMYK:100/44/0/0)

BOTTOM: PMS 295c (CMYK:100/69/8/54)

TOP BORDER White, 2pt.

12.7mm Left Margin

12.7mm Top Margin

12.7mm Right Margin

WORK SMARTER. SAVE MORE.

GENIE® E-DRIVE SCISSOR LIFTS WILL IMPROVE YOUR TCO

35%

MAINTENANCE COST
SAVINGS

30%

MORE RUNTIME
PER CHARGE

70%

FEWER HOSES
AND FITTINGS

20%

SHORTER AND LIGHTER
ON MICRO MODELS

Genie®

QUALITY BY DESIGN
LEARN MORE AT GENIELIFT.COM



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COPYRIGHT

FONT Helvetica Neue 65 Medium

SIZE/LEADING 7pt. / 8pt.

TEXT COLOR PMS 428c (CMYK 10/4/4/14)

VALUE SQUARES

Value square layout highlights main product values, usually in the form of percentages.

FONT Helvetica Neue 75 Bold, centered

SIZE 75 pt. for percentages
15pt. for description

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

BOX COLOR PMS 428c (CMYK 10/4/4/14)
@ 35% opacity

BACKGROUND

Use clean gray background, file: Genie-Texture-Vertical-Small-CMYK.psd

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
“Call...”, “Visit...”, “Learn...”

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified

SIZE 10.5pt.

TEXT COLOR PMS 295c (CMYK:100/69/8/54)

BAR COLOR PMS 428c (CMYK 10/4/4/14)

7.9375mm Bottom Margin

PRODUCT VALUE PROPOSITION FLYER

ICONS TEMPLATE

OVERVIEW

This value proposition template should be used to communicate a product or product line’s main values. This version see’s a main value prop featured as the sub-headline of the ad. This is followed by a product picture and the three most important features as icons. These value props are to be predetermined by the field marketing team and product management.

These ads should feature the following:

- Attention grabbing headline
- Sub-heading that includes one of the main value props
- Action photo of the product
- 3 most important features as icons
- Standard blue footer with Genie and Quality By Design
- A QR code linked to the product/product line’s landing page

*If you have a new icon need, email Genie-Brand-Support@terex.com

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 54-75pt.

LEADING 50-68pt.

TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 24-32pt.

LEADING 25-33pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Illustrate headline, primary focus on equipment by using clean cutout image in the center.

BRAND FOOTER

Genie reversed logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

GRADIENT COLORS

TOP: PMS 300c (CMYK:100/44/0/0)

BOTTOM: PMS 295c (CMYK:100/69/8/54)

TOP BORDER White, 2pt.

12.7mm Left Margin

12.7mm Right Margin

12.7mm Top Margin

**WORK SMARTER.
SAVE MORE.**

**SAVE 35% ON MAINTENANCE COSTS
WITH GENIE® E-DRIVE SCISSOR LIFTS**



**Sealed AC
Drive Motors**



**Reduced
Leaks**



**Replaceable
Motor Guards**

FOCUS BOX

Box planes should not be broken or overlapped with other elements.

FONT Helvetica Neue 75 Bold,
centered

SIZE/LEADING 10pt. / 12pt.

TEXT COLOR Black

LINE WEIGHT 1pt.

LINE COLOR PMS 300c (CMYK:100/44/0/0)

POSITIONING Horizontal, left or right

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement.

ICON COLOR TOP: PMS 300c
(CMYK:100/44/0/0)
BOTTOM: PMS 295c
(CMYK:100/69/8/54)

BACKGROUND

Use clean gray background, file:
Genie-Texture-Vertical-Small-CMYK.psd

CALL TO ACTION BANNER

DESIRED CALL TO ACTION
“Call...”, “Visit...”, “Learn...”

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified

SIZE 10.5pt.

TEXT COLOR PMS 295c (CMYK:100/69/8/54)

BAR COLOR PMS 428c (CMYK 10/4/4/14)

7.9375mm Bottom Margin

Genie

QUALITY BY DESIGN
LEARN MORE AT GENIELIFT.COM



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FONT Helvetica Neue 65 Medium

SIZE/LEADING 7pt. / 8pt.

TEXT COLOR PMS 428c (CMYK 10/4/4/14)

EMAIL TEMPLATES

CLEAN WHITE EMAIL - BLUE HEADER

BLUE HEADER

OVERVIEW

The clean white email system is the primary design to be used for most Genie communications. Body copy should be short – 3 sentences max, and should be supported with a left justified image or icon.

FOCUS BOX

Any focus box elements and icons should be removed for the email layout.

FONTS

Font family breakdowns should follow:
font-family: Helvetica Neue, Helvetica, Arial, Sans-Serif.

GENERAL GUIDELINES

Headlines should be short, strong and to the point. Land key messages with the imagery and the title copy. Consistently reference the model identifier in the on-image headlines. Sub header of the image should reference the product or topic, while the first bolded line of the text copy should outline the primary benefit to the audience.

DOWNLOAD EMAIL TEMPLATES

HEADLINE (H1)

Two lines preferred, 3 max.

SIZE 48pt.
LEADING 44pt.
TEXT COLOR #0066CC

SUBHEAD (H2)

One line preferred, 2 max.

SIZE 27pt.
LEADING 27pt.
TEXT COLOR #7C878E

H3

One line preferred, 2 max.

SIZE 38pt.
LEADING 35pt.
COLOR #0066CC

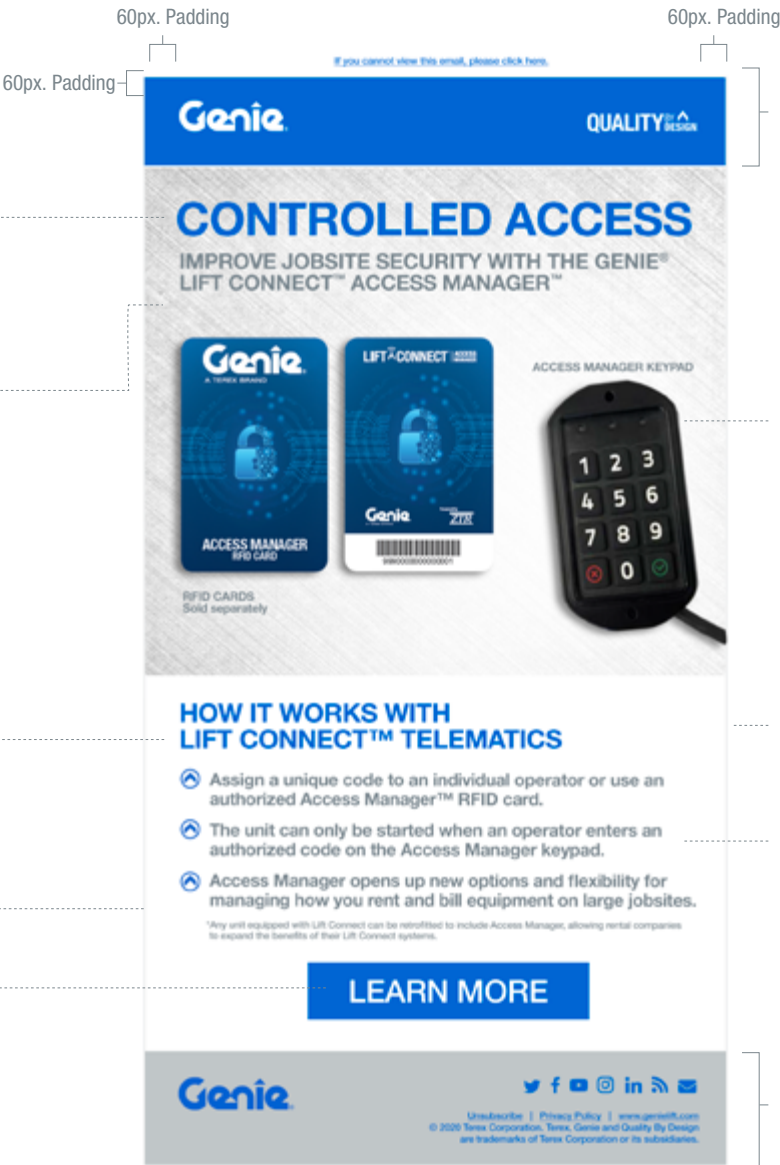
IMAGE BORDER

BORDER 1px. Solid #7C878E

BUTTON

Insert link to product page.

FONT All caps, centered
SIZE 23pt.
COLOR #0066CC
TEXT COLOR White



BRAND HEADER

HEIGHT 200px.
COLOR #0066CC
BORDER BOTTOM 1px. Solid White

BACKGROUND

Use clean white background, see print ad specs for more details.

EMAIL BACKGROUND

COLOR White
BORDER 1px. Solid #7C878E

BODY COPY

Bullets should be blue chevrons

SIZE 15pt.
LEADING 18pt.
COLOR #7C878E

BRAND FOOTER

HEIGHT 235px.
COLOR #C1C6C8
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR #0066CC
ICON COLOR #0066CC

CLEAN WHITE EMAIL - WHITE HEADER

WHITE HEADER

OVERVIEW

The clean white email system is the primary design to be used for most Genie communications. Body copy should be short – 3 sentences max, and should be supported with a left justified image or icon.

FOCUS BOX

Any focus box elements and icons should be removed for the email layout.

FONTS

Font family breakdowns should follow:
font-family: Helvetica Neue, Helvetica, Arial, Sans-Serif.

GENERAL GUIDELINES

Headlines should be short, strong and to the point. Land key messages with the imagery and the title copy. Consistently reference the model identifier in the on-image headlines. Sub header of the image should reference the product or topic, while the first bolded line of the text copy should outline the primary benefit to the audience.

DOWNLOAD EMAIL TEMPLATES

HEADLINE (H1)

Two lines preferred, 3 max.

SIZE 48pt.
LEADING 44pt.
TEXT COLOR #0066CC

SUBHEAD (H2)

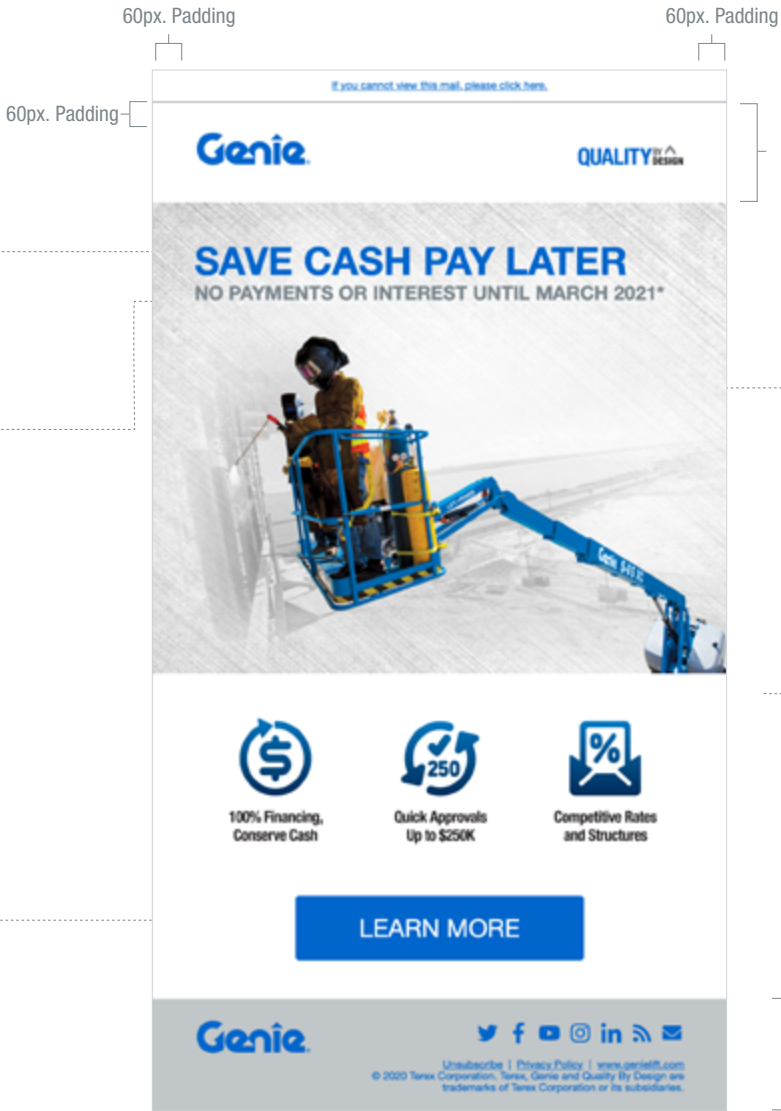
One line preferred, 2 max.

SIZE 27pt.
LEADING 27pt.
TEXT COLOR #7C878E

BUTTON

Insert link to product page.

FONT All caps, centered
SIZE 23pt.
COLOR #0066CC
TEXT COLOR White



BRAND HEADER

HEIGHT 200px.
COLOR #ffffff

BACKGROUND

Use clean white background, see print ad specs for more details.

EMAIL BACKGROUND

COLOR White
BORDER 1px. Solid #7C878E

BRAND FOOTER

HEIGHT 235px.
COLOR #C1C6C8
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR #0066CC
ICON COLOR #0066CC

SPECIAL EDITION EMAIL - BLACK

BLACK EMAIL

OVERVIEW

This “special edition” format is specifically for special occasions like new product, service and feature releases only.

FOCUS BOX

Any focus box elements and icons should be removed for the email layout.

GENERAL GUIDELINES

Headlines should be short, strong and to the point. Land key messages with the imagery and the title copy. Consistently reference the model identifier in the on-image headlines. Sub header of the image should reference the product or topic, while the first bolded line of the text copy should outline the primary benefit to the audience.

DOWNLOAD EMAIL TEMPLATES

60px. Padding

60px. Padding

60px. Padding

HEADLINE (H1)
One line preferred, 2 max.
SIZE 62pt.
LEADING 56pt.
TEXT COLOR #0066CC

SUBHEAD (H2)
SIZE 30pt.
LEADING 30pt.
TEXT COLOR #C1C6C8

BODY COPY
SIZE 15pt.
LEADING 18pt.
COLOR #C1C6C8

BRAND HEADER
HEIGHT 200px.
COLOR Black
BORDER TOP 1px. Solid #636363

EMAIL BACKGROUND
COLOR Black
BORDER None

BRAND FOOTER
HEIGHT 235px.
COLOR Black
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR #0066CC
ICON COLOR #0066CC
BORDER TOP 1px. Solid #636363

EMAIL TEMPLATES

49

OTHER EMAIL TEMPLATES

MISC. TEMPLATES

OVERVIEW

There are numerous other email templates that can also be found on Box.

DOWNLOAD EMAIL TEMPLATES

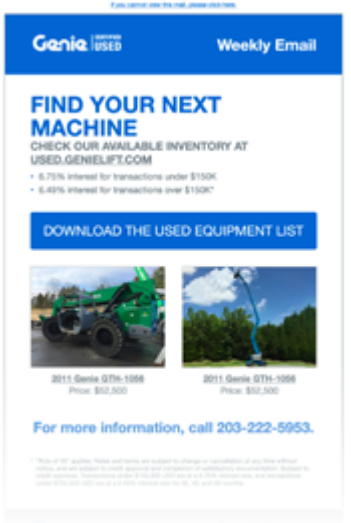
GENERIC TEMPLATE



AWP MULTILINGUAL NEWSLETTER



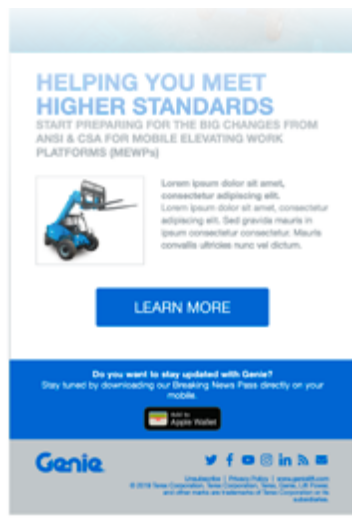
USED EQUIPMENT



TFS TEMPLATE



APPLE WALLET



AERIAL PROS ROUNDUP



OTHER EMAIL TEMPLATES

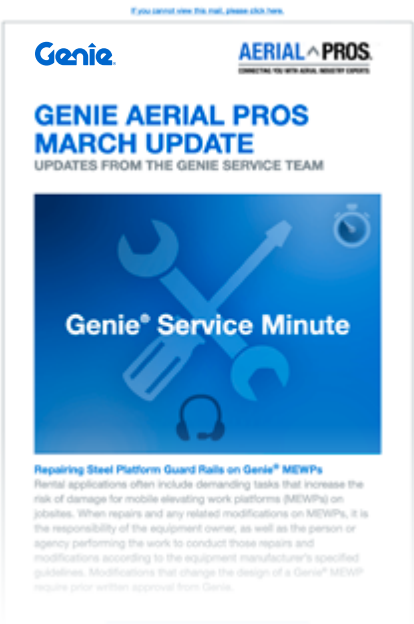
MISC. TEMPLATES

OVERVIEW

There are numerous other email templates that can also be found on Box.

DOWNLOAD EMAIL TEMPLATES

SERVICE NEWS



A 92 MINUTE



EVENT EMAILER



EMAIL SIGNATURE

APPROVED LAYOUT

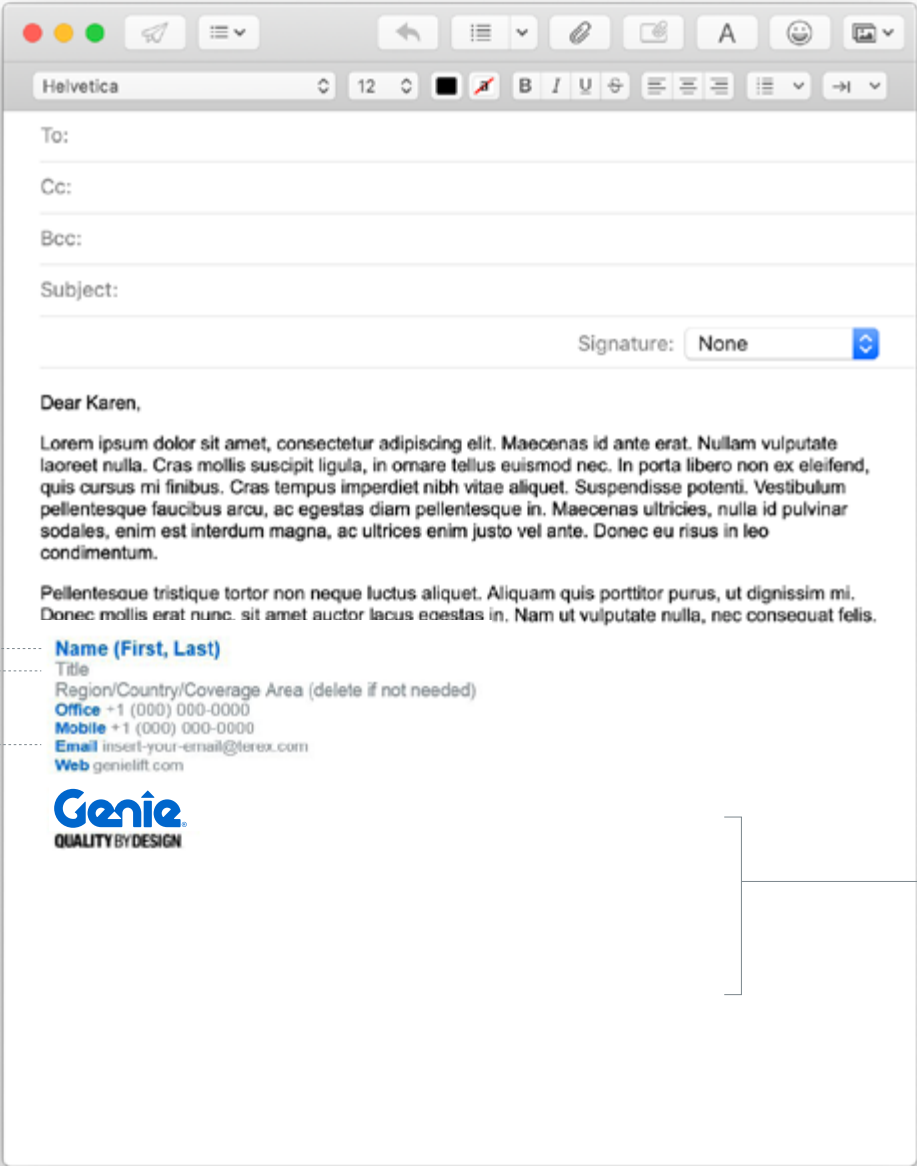
OVERVIEW

Please follow this approved layout for your email signature so that all company emails have a consistent branded look.

Need to update your email signature?
You can find both the signature template and step-by-step updating instructions:

DOWNLOAD TEMPLATES & INFO

NAME	
FONT	Arial Bold, Title Case
COLOR	Genie Blue = RGB 0/102/204
SIZE	11pt.
POSITIONING	Left
TITLE	
FONT	Arial Regular, Title Case
COLOR	Genie Dark Gray = RGB 124/135/142
SIZE	10pt.
POSITIONING	Left
OFFICE PHONE, MOBILE PHONE, EMAIL & WEBSITE	
FONT	Arial Bold, Uppercase
COLOR	Genie Blue = RGB 0/102/204
SIZE	9pt.
POSITIONING	Left



SIGNATURE IMAGE

Use the Genie Quality By Design signature logo. It can be downloaded here:
<https://terexcorporation.sharepoint.com>

CUSTOM FLYER TEMPLATES

FULL PAGE CUSTOM FLYER

FULL-PAGE FLYER

OVERVIEW

All formatting should be the same as the bold blue full-size print ad.

SIZING

Flyer should be 8.5" x 11".

COLOR OPTIONS

Only the clean white color option and blue footer should be used.

CLEAN WHITE WITH BLUE FOOTER



SAMPLE FLYER

ADD UP THE ADVANTAGES

WITH THE NEW GENIE® LIFT TOOLS™ ACCESS DECK FOR BOOM LIFTS

Quick and Easy Install

300 lb Lifting Capacity

Elevates Workers Above Platform Floor

Wide, Stable Surface with Non-Slip Deck

ANSI certified:
Available on 8' boom lift platforms
KIT number: 1291798GT
*Patent pending

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QUALITY BY DESIGN
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BRAND FOOTER

Use Genie or Genie Genuine Parts logo, reversed in white.

PART/KIT NUMBERS

FONT Helvetica Neue 55 Roman, left justified
SIZE/LEADING 8pt/9pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

KEY VALUE PROP ICONS

Use a maximum of 4 icons in the focus box. It is highly preferred to use only iconography for the focus box. However, if necessary, a bulleted list like the one to the right can be used.

Use clear visual icons with brief value statement.

ICON COLOR Blue Gradient

PHOTOGRAPHY

Application style cut out photography should be featured to highlight the application usage without distraction.

COLOR Use full color, CMYK

SUB-BRAND LOGO

Sub Grand logos (Lift Guard, Lift Tools, etc.) will replace "Quality By Design" logo bottom right. Logo should still be right justified with the "learn more..." text.

CALL TO ACTION BANNER

If necessary, increase the width of the gray bar to the left to align flush with the left of the sub-brand logo.

ALTERNATE KEY VALUE PROP TREATMENT

ADD UP THE ADVANTAGES

WITH THE NEW GENIE® LIFT TOOLS™ ACCESS DECK FOR BOOM LIFTS

Quick and Easy Install

300 lb Lifting Capacity

Elevates Workers Above Platform Floor

Wide, Stable Surface with Non-Slip Deck

ANSI certified:
Available on 8' boom lift platforms
KIT number: 1291798GT
*Patent pending

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QUALITY BY DESIGN
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CHEVRON BULLETS

Chevrons should always face up.

FONT Helvetica Neue 65
Medium, left justified

SIZE/LEADING 10pt / 12pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)



Enlarged to show chevron style.

ALTERNATE KEY VALUE PROP TREATMENT

OPERATOR SAFETY FIRST

GENIE® LIFT GUARD® SAFETY ACCESSORIES

Fall Arrest Bar allows operators to stay connected with the platform*

Contact Alarm stops functions and alerts in order to protect operators

Fall Arrest Bar is certified PPE

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QUALITY BY DESIGN
CALL YOUR LOCAL CONTACT

Alternatively if more detail is needed, icons can be transitioned into chevron bullet points, short and concise

If specific call-outs are needed on an image, up to 2 lines of copy may be in each specific call-out

HALF PAGE CUSTOM FLYER

HALF-PAGE FLYER

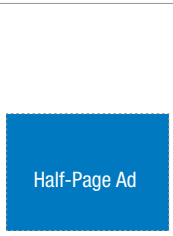
OVERVIEW

All formatting should be the same as the bold blue full-size print ad.

SIZING

Flyer should be 8.5" x 5.5".

Approximate size in relation to full-page ad.



COLOR OPTIONS

Only the clean white color option and blue footer should be used.

CLEAN WHITE WITH BLUE FOOTER



HEADLINE

Two lines preferred, 2 max.

SIZE 37-49pt.
LEADING 36-45pt.

SUBHEAD

SIZE 16-22pt.
LEADING 18-23pt.

FOCUS BOX

FONT Helvetica Neue 75 Bold, centered
SIZE/LEADING 9pt. / 10pt.
POSITIONING Horizontal

KEY VALUE PROP ICONS

Use clear visual icons with brief value statement.

ICON COLOR Blue Gradient

.375" Left Margin

FRONT

.375" Right Margin

.375" Top Margin

GENIE SWING-GATE TRI-ENTRY PLATFORMS

WHEN YOU ADD UP THE ADVANTAGES,
WHY LOOK ANYWHERE ELSE FOR A
PLATFORM FOR YOUR GENIE LIFT?



Tri-Entry
Platform



Reduced
Manpower



Diamond Plate
Platform Flooring



Genie

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BRAND FOOTER

HEIGHT 1.25" (or approx. 23% of the ad size)

CALL TO ACTION BANNER

SIZE 9pt.

BACK

HEADLINE

Two lines preferred, 2 max.

SIZE 29pt.
LEADING 28pt.

SUBHEAD

SIZE 14pt.
LEADING 15pt.

FOCUS BOX

FONT Helvetica Neue 65 Medium, Left Justified
SIZE/LEADING 9pt. / 11pt.

GENIE SWING-GATE TRI-ENTRY PLATFORMS

WHEN YOU ADD UP THE ADVANTAGES,
WHY LOOK ANYWHERE ELSE FOR A
PLATFORM FOR YOUR GENIE LIFT?

- 3 entry points allows for easy platform ingress/egress.
- Swing-gate entry reduces fatigue from repeated entry and exit.
- Platform compatible with all Genie safety and productivity accessories.
- Powder coated for durability.
- Replaceable floors! Why replace the entire platform when you just need to replace the floor.



Part numbers:
1272303GT - 8' side swing gate tri-entry (S/Z Booms 85' and smaller)
1272304GT - 8' side swing gate dual entry (S/Z Booms 85' and smaller)
1272305GT - 8' side swing gate tri-entry (XL machines S/Z Booms 100 and larger)
1272306GT - 8' side swing gate dual entry (XL machines S/Z Booms 100 and larger)

Genie

QUALITY BY DESIGN
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PART/KIT NUMBERS

FONT Helvetica Neue 55 Roman, left justified

SIZE/LEADING 7pt/9pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

FAB SHEET TEMPLATES

STANDARD SPECIFIC FAB SHEETS

OVERVIEW

Use this standard template for regionally specific features and benefits (FAB) sheets when part numbers differ between regions. This template has been designed to maximize the information provided while still keeping the layout clean and simple.

Includes 3 features as icons, 3 benefits as bullets, the standards compliance and the part number/available on table.

SIZING

Sizes indicated are based on a full-page (approximately 8.5" x 11") ad. Sizes may be adjusted proportionally when creating a larger or smaller sheets.

CLEAN WHITE SYSTEM

This system utilizes a gray textured background with a product photo overlay.

The background file to be used is
Genie-Texture-Vertical-Small-Gray.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 54-75pt.

LEADING 50-68pt.

TEXT COLOR PMS 300c (CMYK 100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE 24-32pt.

LEADING 25-33pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Product cutout

BACKGROUND

Use clean white background, file:
Genie-Texture-Vertical-Small-Gray.psd
<https://terexaerialworkplatforms.box.com/s/zey3lcvoimijhvea0ky1rgqddxy5kvr>

BRAND FOOTER

Genie logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 1.875"
(or approx. 17% of the ad size)

GRADIENT COLORS

TOP: PMS 428c (CMYK 10/4/4/14)

BOTTOM: PMS 430c (CMYK 33/18/13/40)

TOP BORDER White, 2pt.

COPYRIGHT

FONT Helvetica Neue 65 Medium

SIZE/LEADING 7pt. / 8pt.

TEXT COLOR White

CALL TO ACTION BANNER

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified

SIZE 10.5pt.

TEXT COLOR PMS 300c (CMYK 100/44/0/0)

BAR COLOR PMS 428c (CMYK:10/4/4/14)

.5" Left Margin .5" Right Margin

.5" Top Margin

ATTACHED PRODUCTIVITY

THE REDESIGNED GENIE® LIFT TOOLS™ PANEL CRADLE
FOR GENIE BOOM LIFTS



FEATURES



BENEFITS

- Allows operators to place materials outside of the platform for access at height
- Quick and easy installation
- Holds a wider range of panel sizes up to 2.4 m (8 ft) wide

STANDARDS



PART NUMBER	AVAILABLE ON
1299220GT	2"-45 XC", Z-60, Z-62, Z-80, S"-40/45 XC, S-60/65 XC, S-60/65 TraX", S-60/85 XC, SX"-105 XC, SX-125 XC, SX-135 XC
94493-SGT	For platforms with the bolt on toolboard and for platforms manufactured before 2016

HEADERS

Every FAB sheet should have features, benefits and standards as the 3 headers on the right hand side.

FONT Helvetica Neue 57 Condensed,
right justified

SIZE 13pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

FOCUS BOX

Top three primary product features.

FONT Helvetica Neue 75 Bold,
centered

SIZE/LEADING 10pt. / 12pt.

TEXT COLOR Black

LINE WEIGHT 1pt.

LINE COLOR PMS 300c (CMYK 100/44/0/0)

POSITIONING Horizontal, left or right

BENEFIT BULLETS

Keep to 3 main benefits, 3 max.

FONT Helvetica Neue 57 Condensed,
right justified

SIZE 13pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

BULLET COLOR PMS 300c (CMYK 100/44/0/0)

STANDARDS ICON

Standards icon can change based on the specific region, if all regions have the same part number put all on one FAB sheet.

BOX COLOR PMS 300c (CMYK 100/44/0/0)

CHARTS

FONT Helvetica Neue 57 Condensed

SIZE 11pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

BAR COLOR PMS 300c (CMYK 100/44/0/0)

0.3125" Bottom Margin


STANDARD SPECIFIC FAB SHEETS

OVERVIEW




Example of region specific split with differing part numbers

ATTACHED PRODUCTIVITY




THE REDESIGNED GENIE® LIFT TOOLS™ PANEL CRADLE
FOR GENIE BOOM LIFTS



FEATURES

-  **Max Lift Capacity**
-  **Single-Piece Design**
-  **Simplified Loading/Unloading**


BENEFITS:

-  **Left Margin**
-  Allows operators to place materials outside of the platform for access at height
-  Quick and easy installation
-  Holds a wider range of panel sizes up to 8 ft (2.4 m) wide


STANDARDS

ANSI  AUS 

PART NUMBER	AVAILABLE ON
12998410T	2"-45 FT, 2-45 XC", 2-60, 2-62, 2-80, 2X"-135, 5"-45/45 XC, 5-45/55 XC, 5-60 X, 5-60/55 Trail™, 5-60 X, 5-60/55 XC, 5-60/55 HF, 5X"-105 XC, 5X-125 XC, 5X-135 XC, 2-45/25 DC (to serial number 242257-01000)
779633T	For platforms with the bolt on forehead and for platforms manufactured before 2016




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ATTACHED PRODUCTIVITY




THE REDESIGNED GENIE® LIFT TOOLS™ PANEL CRADLE
FOR GENIE BOOM LIFTS




FEATURES

-  **Max Lift Capacity**
-  **Single-Piece Design**
-  **Simplified Loading/Unloading**


BENEFITS:

-  Allows operators to place materials outside of the platform for access at height
-  Quick and easy installation
-  Holds a wider range of panel sizes up to 2.4 m (8 ft) wide


STANDARDS

CE 

PART NUMBER	AVAILABLE ON
12992296T	2"-45 XC", 2-60, 2-62, 2-80, 5"-40/45 XC, 5-40/45 XC, 5-40/45 Trail™, 5-60/55 XC, 5X"-135 XC, 5X-125 XC, 5X-135 XC
94433-04T	For platforms with the bolt on forehead and for platforms manufactured before 2016



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NON-STANDARD SPECIFIC FAB SHEETS

FULL-PAGE SHEET

OVERVIEW

Use this FAB sheet template when a product is not regionally specific and is also not certified in any specific standards.

Includes 3 features as icons, 3 benefits as bullet points and the part number/available on table

SIZING

Sizes indicated are based on a full-page (approximately 8.5" x 11") ad. Sizes may be adjusted proportionally when creating a larger or smaller sheets.

CLEAN WHITE SYSTEM

This system utilizes a gray textured background with a product photo overlay.

The background file to be used is
Genie-Texture-Vertical-Small-Gray.psd

DOWNLOAD BACKGROUND FILE

HEADLINE

Copy considered primary audience (end user vs rental owner). Two lines preferred, 3 max.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 54-75pt.
LEADING 50-68pt.
TEXT COLOR PMS 300c (CMYK 100/44/0/0)

SUBHEAD

Remove subhead for brand ads.

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE 24-32pt.
LEADING 25-33pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PHOTOGRAPHY

Product cutout

BACKGROUND

Use clean white background, file:
Genie-Texture-Vertical-Small-Gray.psd
<https://terexaerialworkplatforms.box.com/s/zey3lcvoimijhvea0ky1rgqpddxy5kvr>

BRAND FOOTER

Genie logo left justified, sub-brand logos or taglines right justified. Logos aligned to proper lockup.

HEIGHT 1.875"
(or approx. 17% of the ad size)

GRADIENT COLORS
TOP: PMS 428c (CMYK 10/4/4/14)
BOTTOM: PMS 430c (CMYK 33/18/13/40)
TOP BORDER White, 2pt.

.5" Left Margin

.5" Top Margin

.5" Right Margin

INFORMATION IN HAND

GENIE® TECH PRO™ LINK



FEATURES



BENEFITS

- Readily available information without layers of menu structure
- Easily diagnose and troubleshoot with full error code readouts
- Manage settings and perform calibrations through the service tool

PART NUMBER	AVAILABLE ON
1276686GT KIT, TECHPRO LINK	CAN-enabled control systems: <ul style="list-style-type: none">• Mid-sized Genie® S® telescopic Xtra Capacity™ (XC™) booms.• Genie Booms with a Plus1 control system such as the Z®-33/18, Z-40/23 N and Z-60 FE.• Genie GS™ scissor lifts & GR's equipped with SmartLink™ control systems.
1275740GT TECHPRO SMART LINK RETROFIT CABLE	Slab scissors and GR™ products manufactured from mid-2014 to early-2019 without the Tech Pro connector.

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FONT Helvetica Neue 65 Medium
SIZE/LEADING 7pt. / 8pt.
TEXT COLOR White

CALL TO ACTION BANNER

FONT Helvetica Neue 77 Bold
Condensed, all caps, right justified
SIZE 10.5pt.
TEXT COLOR PMS 300c (CMYK 100/44/0/0)
BAR COLOR PMS 428c (CMYK:10/4/4/14)

HEADERS

Every FAB sheet should have features, benefits and standards as the 3 headers on the right hand side.

FONT Helvetica Neue 57 Condensed,
right justified
SIZE 13pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

FOCUS BOX

Top three primary product features.

FONT Helvetica Neue 75 Bold,
centered
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR Black
LINE WEIGHT 1pt.
LINE COLOR PMS 300c (CMYK 100/44/0/0)
POSITIONING Horizontal, left or right

BENEFIT BULLETS

Keep to 3 main benefits, 3 max.

FONT Helvetica Neue 57 Condensed,
right justified
SIZE 13pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)
BULLET COLOR PMS 300c (CMYK 100/44/0/0)

CHARTS

FONT Helvetica Neue 57 Condensed
SIZE 11pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)
BAR COLOR PMS 300c (CMYK 100/44/0/0)

0.3125" Bottom Margin

FOOTER OPTIONS

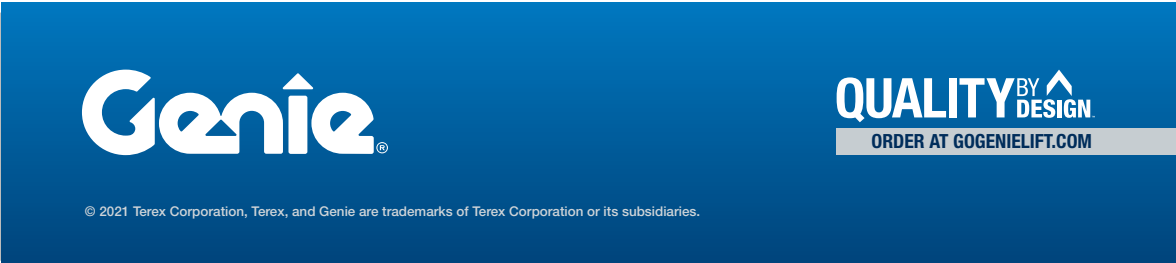
PARTS FAB SHEET STANDARD FOOTER

Choose from these footer options when creating a regional specific FAB sheet, if not regionally specific, use the standard footer.

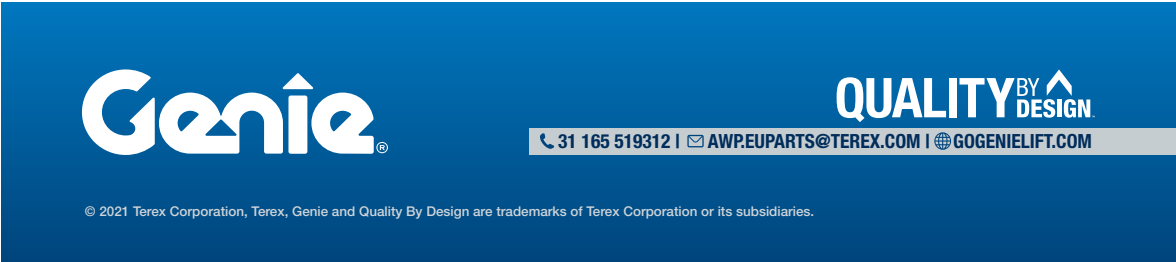
Switch out left justified Genie logo for Genie Genuine Parts logo when that is applicable.

These footer options can be found here:

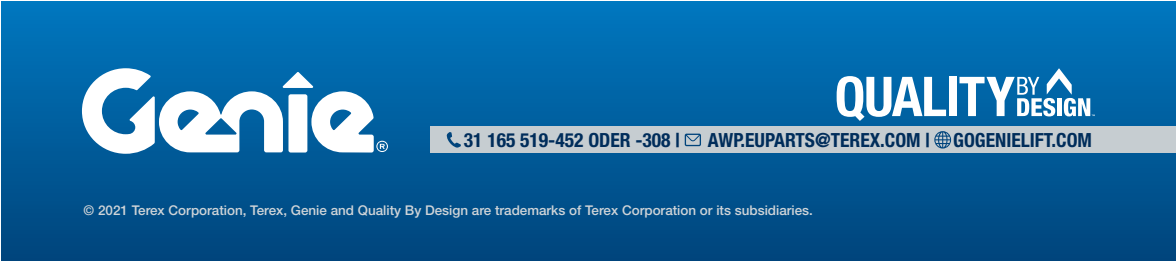
STANDARD FOOTER



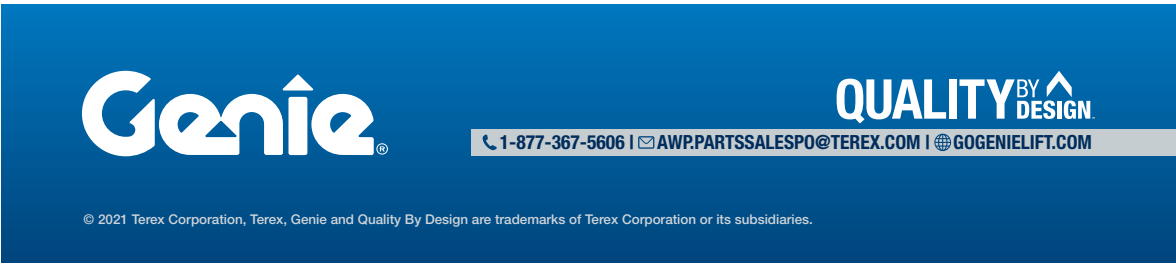
EN / SP / FR / IT FOOTER



DE FOOTER



NA FOOTER



PRODUCT BROCHURE TEMPLATE

BROCHURES

COVER

OVERVIEW

Like our ads, there are bold blue and clean white versions, which can be used interchangeably for product brochures, or for any non-specific brochures, such as the family brochures, accessories, parts, service offerings, product updates etc.

SIZING

Brochure should be 8.5" x 11".

COLOR OPTIONS

Only the clean white color option and blue footer should be used.

CLEAN WHITE WITH BLUE FOOTER



HEADLINE

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 48pt. / 44pt
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

SUBHEAD

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 22pt. / 22pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

MARGIN

Allow for .5" margin around entire page.

BRAND FOOTER

Genie reversed logo left justified, "Quality By Design" logo aligned to proper lockup.

HEIGHT 1.625"
GRADIENT COLORS
TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)
TOP BORDER White, 2pt.

SAMPLE COVER



PHOTOGRAPHY

Cut out photo of equipment in full color with grayscale background that vignettes to white on top and bottom.

BROCHURES

INTERIOR SPREAD

OVERVIEW

Like our ads, there are bold blue and clean white versions, which can be used interchangeably for product brochures, or for any non-specific brochures, such as the family brochures, accessories, parts, service offerings, product updates etc.

SIZING

Brochure should be 8.5" x 11".

HEADLINE

FONT Helvetica Neue 45 Light, title case, left justified

SIZE/LEADING 24pt. / 24pt

TEXT COLOR PMS 300c (CMYK:100/44/0/0)

INTRO TEXT

FONT Helvetica Neue 45 Light, title case, left justified

SIZE/LEADING 12pt. / 17pt.

TEXT COLOR PMS 430c (CMYK 33/18/13/40)

PRODUCT NAME

FONT Helvetica Neue 45 Light, title case, left justified

SIZE/LEADING 12pt. / 13pt.

TEXT COLOR PMS 300c (CMYK:100/44/0/0)

DESCRIPTION

FONT Helvetica Neue 45 Light, title case, left justified

SIZE/LEADING 9pt. / 13pt.

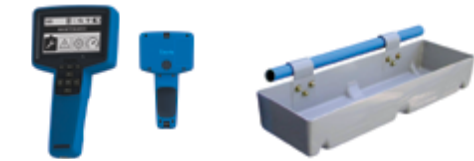
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

MARGIN

Allow for .5" margin around entire page.

Genie® Boom Lift Accessories

Our commitment doesn't end when you purchase a boom. We offer accessories that add to the quality you receive when you choose Genie.



Tech Pro™ Link

Allows users to monitor a machine's gauges, including engine temperature, oil pressure, fuel levels and battery voltage, calibrate the machine, make speed adjustments during pre-operation inspection, get service alerts and reminders, track maintenance intervals, receive fault code information and so much more – all from the palm of your technician's hand.

Available on:
Compatible for use with the CAN-enabled control systems on mid-sized Genie S™ telescopic Xtra Capacity™ (XC™) booms

Tool Tray

Designed to help eliminate clutter and potential tripping hazards by providing operators and workers with a convenient place to store their tools, fasteners and small materials in the platform.

Available under part number:
• 8598-SGT

⚙️ = Factory Installed
⚙️ = Aftermarket

Genie

FOOTER

Use reverse white Genie and “Quality By Design” logos on top of a vertical gradient background.

GRADIENT COLORS

TOP: PMS 300c (CMYK:100/44/0/0)

BOTTOM: PMS 295c (CMYK:100/69/8/54)

SAMPLE INTERIOR SPREAD

LIFT^GUARD™

As Genie® protective solutions continue to evolve, Genie Lift Guard™ products are a generation of accessories that can, in some circumstances, provide additional operator protection while working at height. Genie Lift Guard secondary guarding accessories are simple to use, and when used in conjunction with operator training required by industry standards worldwide, can enhance safe work practices on aerial jobsites.



Contact Alarm

Engineered as an electronic secondary guarding system, the Genie® Lift Guard™ Contact Alarm System is designed to stop boom functions and alert ground personnel when an operator makes contact with the activation cable. This new feature is configured as a standard accessory on new Genie Z™ (articulated) and S™ (telescopic) boom lifts, and it is retrofitable on booms dating back to 2006.

Now standard on:
All S™ and Z™ booms

*Most models are backwards compatible. Please check your parts manual.

Fall Arrest Bar

For use on 6-ft (1.8 m) or 8-ft (2.4 m) platforms, the Genie Fall Arrest Bar has a sliding track, which is designed to allow the operator to be anchored with a fall arrest lanyard while providing them the ability to move freely on an adjacent structure while outside of the platform. Attaches quickly and easily for fast setup and removal. Track assembly de-rails the maximum platform capacity by 50 lb (22.68 kg).

Available on:
6-ft (1.8 m) or 8-ft (2.4 m) platforms (cannot be used with Panel Cradle)

Part numbers:
• 12563776T - 8 ft Word decal
• 12563786T - 6 ft Word decal
• 12610186T - 8 ft (2.4 m) French decal
• 12610190T - 6 ft (1.8 m) French decal

Operator Protective Structure (OPS)

For use on 6-ft (1.8 m) or 8-ft (2.4 m) platforms, bolting directly to the platform, this secondary guarding device helps provide additional protection to the operator from overhead obstacles on a work site. The Genie OPS is made of high strength tubular steel and slates for excellent visibility and work range.

Available on:
Genie Articulating Boom Lifts: Z-45 XC™, Z-45/25 DC, Z-60/37 DC & FE, Z-62/40, Z-60/60, ZX™-135/70
Genie Telescopic Boom Lifts: S-40/45 XC, S-60/65 XC, S-80/85 XC, SX-105 XC, SX-125 XC, SX-135 XC, SX-150, SX™-180

Part numbers:
• 2191586T

⚙️ = Factory Installed
⚙️ = Aftermarket

QUALITY BY DESIGN

PRODUCT CATEGORY & PAGE NUMBER

FONT Helvetica Neue 45 Light, title case, left justified

SIZE/LEADING 9pt. / 10pt

TEXT COLOR PMS 430c (CMYK 33/18/13/40)
PMS 300c (CMYK:100/44/0/0)

PHOTOGRAPHY

Use full-color photography.

CALLOUT BOX

FONT Helvetica Neue 67 Medium Condensed, title case, left justified

SIZE/LEADING 9pt. / 13pt.

TEXT COLOR PMS 300c (CMYK:100/44/0/0)
PMS 430c (CMYK 33/18/13/40) with 25% tint

BACKGROUND

BROCHURES

BACK COVER

OVERVIEW

Like our ads, there are bold blue and clean white versions, which can be used interchangeably for product brochures, or for any non-specific brochures, such as the family brochures, accessories, parts, service offerings, product updates etc.

SIZING

Brochure should be 8.5" x 11".

DISTRIBUTOR INFO TITLE

FONT Helvetica Neue 45 Light, left justified
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

CONTACT INFO

FONT Helvetica Neue 45 Light, left justified
SIZE/LEADING 8pt. / 12pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

SAMPLE BACK COVER

Worldwide Manufacturing And Distribution
Australia • Brazil • Caribbean • Central America • China • France • Germany • Italy • Japan • Korea • Mexico
Southeast Asia • Spain • Sweden • United Arab Emirates • United Kingdom • United States
Toll Free in USA/Canada +1 (800) 536-1800 • Telephone +1 (425) 881-1800 • Fax +1 (425) 883-3475
6464 185th Ave. NE, Redmond, WA 98052

Effective Date: January, 2019. Product specifications and prices are subject to change without notice or obligation. The photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operator's Manual for instructions on the proper use of this equipment. Failure to follow the appropriate Operator's Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and we make no other warranty, express or implied. Genie, Taking You Higher and other marks are trademarks of Terex Corporation or its subsidiaries. © 2019 Terex Aerial Work Platforms.



LEGAL & EFFECTIVE DATE

FONT Helvetica Neue 65 Medium, left justified
SIZE/LEADING 4.75 pt. / 6pt.
TEXT COLOR PMS 430c (CMYK 33/18/13/40)

BRAND FOOTER

Genie reversed logo left justified, "Quality By Design" logo aligned to proper lockup.

HEIGHT 1.625"
GRADIENT COLORS
TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)
TOP BORDER White, 2pt.

LEGAL TRADEMARK GUIDANCE & NAMING

TRADEMARK USAGE

TRADEMARK GUIDELINES

OVERVIEW

The following guidelines apply to all forms of trademark use, whether in correspondence (internal and external, memos, PowerPoint documents, faxes, letters, etc.), advertisements, brochures, spec sheets, business cards, equipment decals, promotional materials, distributor branding, packaging for parts, product labels, signage, websites (internet and intranet), and all multi-media applications (video, audio, radio, etc.).

1. Know the difference between use as a trademark and a trade name.

When “Genie” is used as the company name (trade name) as opposed to an identifier of products or services, you do not need to use a trademark symbol. Example: “Genie employs over 10,000 team members worldwide.”

2. Use the proper trademark symbol.

Proper symbols must be used to distinguish trademarks from normal text.

Trademarks that have been registered in the United States and other countries should be marked with a ® symbol. Generally, the first or most prominent use of the trademark on a page should be marked with the ® symbol. Often, the prominent appearance of the brand logo on a document, including the ®, is sufficient. For example, the first use of the Genie trademark in text in this document includes ®, as well as the footer on each page. Subsequent use in the text does not include ®. There are no restrictions on the usage, so you are free to use a ® whenever using one of our registered trademarks as an identifier of products or services. When in doubt, use the ® or consult Legal or Corporate Marketing for guidance.

From time to time, we may develop distinguishing names for products or services that we would like to claim as our own. When using such names, before they have been legally registered, they should be marked with either a ™ (for products) or an ℠ (for services). These symbols designate an unregistered trademark or service mark. Please consult Legal if you develop an unregistered trademark or service mark to clear the proposed mark for use and to explore potential registration of the mark. Example: “Genie® Runabout.”

A trademark is a word, phrase, symbol, design, or any combination thereof that identifies and distinguishes the source of the goods or services of one party from those of others. Our trademarks are valuable company assets. Our trademark rights can only be defended if our marks are used correctly, at all times, in all forms of media. That’s why it is critical that all team members, customers, licensees, and third-party users familiarize themselves with, and abide by, the following guidelines.

3. Provide notice of the ownership of all marks.

Include the appropriate notice of ownership of our trademarks at the end of every written piece, depending on which trademark(s) are used in the piece. This notice should be included on each separate or removable piece. **Trademark Notices: Genie is a trademark of Terex Corporation or its subsidiaries.**

4. Always use a mark as an adjective followed by a noun.

A mark should be used as an adjective or descriptor which modifies a noun. Never use a mark as a noun or verb. Examples: “Genie® scissor lifts are the best.”

5. Protect our company’s valuable assets

Inform Legal when you see someone else (a third party) using any Genie trademark or service mark without our permission. Also inform Legal if you see a mark that you believe is confusingly similar to any Genie trademark or service mark.

Genie®

Use the ® on the first mention (per spread) in the headline and the body copy when Genie is used as a brand, modifying a product. Example: Genie® telescopic booms. Do NOT use the ® with Genie when you are referring to the company. Example: Genie is a global manufacturer.

Other trademarks

See next page.

NOTE: Model numbers use the appropriate trademark before the dash.

Examples: Z®-40/23N, GS™-3232, GTH™-5519

LEGAL TRADEMARK GUIDANCE

NORTH AMERICAN TRADEMARK REFERENCE GUIDE

OVERVIEW

In general, use the symbol after the first mention of the mark, along with mark disclaimers on the last page in addition to using in any accompanying headline or cover. (Note that if the parts/pages might be separated at some point, we would want a symbol on the first mention on each page.)

The first letter only (of each word) should be capitalized when used in external communications unless used within a model name i.e.: AWP®, DPL®, GTH™, GR™, GRC™, GS™, LL™, QS™, GH™, ST™, SLA™, SLC™, SX™, TML™, TZ™, TraX™, XC™, ZX™

Symbols depend on Terex’s trademark status:

® for registered Genie terms

™ for pending / unregistered Genie terms

MARK	STATUS
ACCESS MANAGER™	Unregistered
AERIAL PROS®	Registered
AWP®	Registered
DPL®	Registered
GENIE®	Registered
GENIE 360®	Registered
GENIE AWP®	Registered
GENIE LIFT™ / GL™	Unregistered
GENIE LIFT PRO®	Registered
GRC™	Unregistered
GS™	Unregistered
GTH™	Unregistered
IWP®	Registered
JIB-EXTEND®	Registered
LIFT CONNECT™	Pending (Converts to ® once registered)
LIFT GUARD™	Unregistered
LIFT POWER™	Unregistered
LIFT TOOLS™	Unregistered
LOAD KING®	Registered
LOAD LIFTER™/ LL™	Unregistered
POWERFOLD (STYLIZED)®	Registered

MARK	STATUS
Quality By Design™	Unregistered
QUICKSTOCK™ / QS™	Unregistered
RUNABOUT® / GR™	Registered / Unregistered
S®	Registered
SHOREPLUG®	Registered
SMART LINK™	Unregistered
SUPER HOIST® / GH™	Registered / Unregistered
SUPER LIFT® / SLA™	Registered / Unregistered
SUPER LIFT CONTRACTOR® / SLC™	Registered / Unregistered
SUPER TOWER® / ST™	Registered
SX™	Unregistered
TECH PRO™	Unregistered
TML™	Unregistered
TRAX™	Unregistered
TZ™	Unregistered
X-CHASSIS®	Registered
XTRA CAPACITY™ / XC™	Unregistered
Z®	Registered
ZX®	Registered

COPYRIGHT USAGE

LEGAL GUIDELINES

OVERVIEW

All marketing materials created must include their respective legal copyright statements in the footer.

ADS/ FLYERS/ EBLASTS:

General Usage:

Most marketing materials should use the following copyright. Note, any other registered trademarks after Genie, if applicable, do NOT add TMs.

© 2021 Terex Corporation, Terex and Genie are trademarks of Terex Corporation or its subsidiaries.

© 2021 Terex Corporation, Terex, Genie and Quality By Design are trademarks of Terex Corporation or its subsidiaries.

Product Specific Usage:

If you had a mention of a Genie® S®-85 HF Boom, the copyright would be as follows:

© 2021 Terex Corporation, Terex, Genie and S are trademarks of Terex Corporation or its subsidiaries.

BROCHURES AND VIDEOS:

Effective Date: March 2021. Product specifications and prices are subject to change without notice of obligation. The video, audio, photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operator's Manual for instructions on the proper use of this equipment. Failure to follow the appropriate Operator's Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and we make no other warranty, express or implied. Products and services listed may be trademarks, service marks or trade names of Terex Corporation and/or their subsidiaries in the USA and many other countries. Genie is a registered trademark of Terex South Dakota, Inc. © 2021 Terex Corporation.

MACHINE NAMING SPACING RULES

OVERVIEW

All new machines should be named with the specific identifier letter spaced apart from the model number, examples: S-60 J, S-80 J, Z-45 FE and Z-45 XC.

All legacy models should retain their current naming spacing until the model is updated, examples: AWP-20S, Z-45/25J DC and Z-40/23N.

NAMING FOR LEGACY MODELS	NAMING FOR NEW MODELS	NAMING FOR MICRO MODELS
Z-30/20N	S-40 XC, S-45 XC, S-60 XC, S-65 XC, S-80 XC, S-85 XC, SX-105 XC, SX-125 XC, SX-135 XC	GS-1432m (exception to the spacing, keep lowercase letters unspaced to differentiate the “Micro”
Z-30/20N RJ	S-40 HF, S-45 HF, S-60 HF, S-65 HF, S-80 HF, S-85 HF	GS-1932m
Z-34/22N	S-60 J, S-80 J	
Z-40/23N	Z-45 XC	
Z-40/23N RJ	Z-45 FE & Z-45 DC	
Z-45/25J DC	Z-45 HF	
Z-45/25J RT	Z-60 FE & Z-60 DC	
AWP-20S, AWP-25S, AWP-30S, AWP-36S, AWP-40S		
IWP-20S, IWP-25S, IWP-30S		
GR-26J		
Z-34/22 DC		
Z-34/22 IC		
Z-45/25 RT		

SOCIAL AND DIGITAL

SOCIAL MEDIA

GENERAL GUIDANCE

OVERVIEW

Social media is of growing importance in connecting with our customers. As such, we need to ensure we maintain a clear and consistent visual ID across various social media channels. In addition to a consistent visual ID, we must also consider social media network policies in order to maximize the potential exposure of our posts. Heavily branded posts don't perform as well across Facebook properties – As we use a hub/spoke model for our social media, we should design to the lowest common denominator to ensure best promotion and visibility across all platforms. The following guidance will help your posts stay visually consistent while maintaining optimal performance.

TEXT GUIDANCE

Social post images with less than 20% text perform better across all platforms. Ads that run on Facebook, Instagram in particular are subject to an algorithm review process that looks at the amount of image text used in your ad. Based on algorithm score, ads with higher amounts of image text may be deprioritized nor not shown at all. Please follow this guidance to ensure your posts reach the widest audience.

- 140 Character limit should be observed, including hashtags and links. Message should never be so long that is needs to be truncated by the “See More” button.
- Hashtags should be limited to a maximum of 3 tags per post. Every Genie post should include the hashtag #QualityByDesign
- Text should be written in “Headline” style; Direct, simple phrases or questions that quickly convey the point. Quickly call the reader to desired action.
- Call to actions by type of post:
 - Specific Products or NPD (Z-60 FE, S-85 XC etc) – Direct to product page URL for given product
 - Family Features – (FE, XC, ANSI) – Direct to feature page URL, or Aerial Pros article if no feature page available
 - Commentary/Advice post (How to maximize rROIC) – Direct to Aerial Pros article URL
- Writing style should be consistently 3rd person – This is the company speaking, not the person writing it.



CORRECT

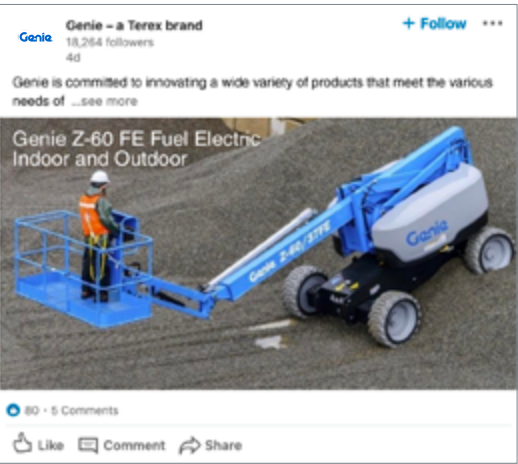
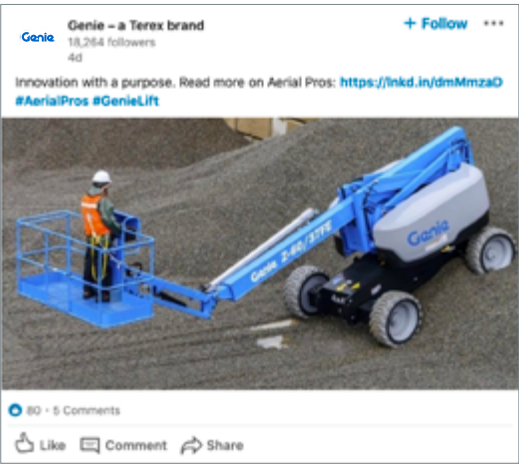
“Genie equipment is built to the highest standards of safety and performance.”



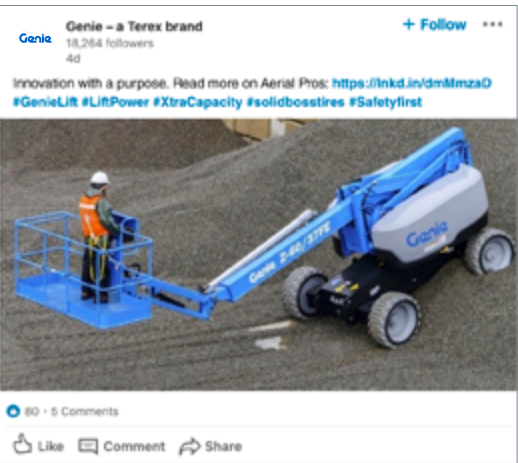
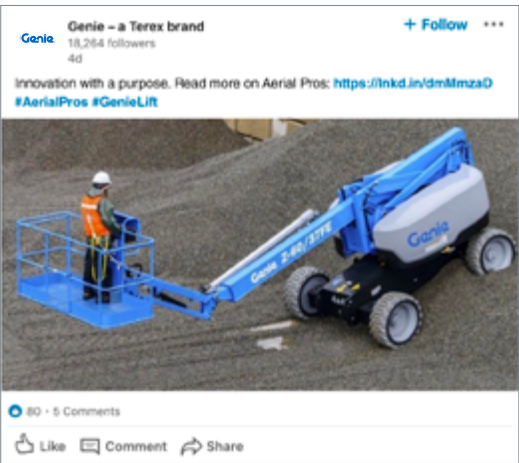
INCORRECT

“We build our equipment to the highest standards of safety and performance.”

140 CHARACTER LIMIT SAMPLE



HASHTAG LIMIT SAMPLE



SOCIAL MEDIA

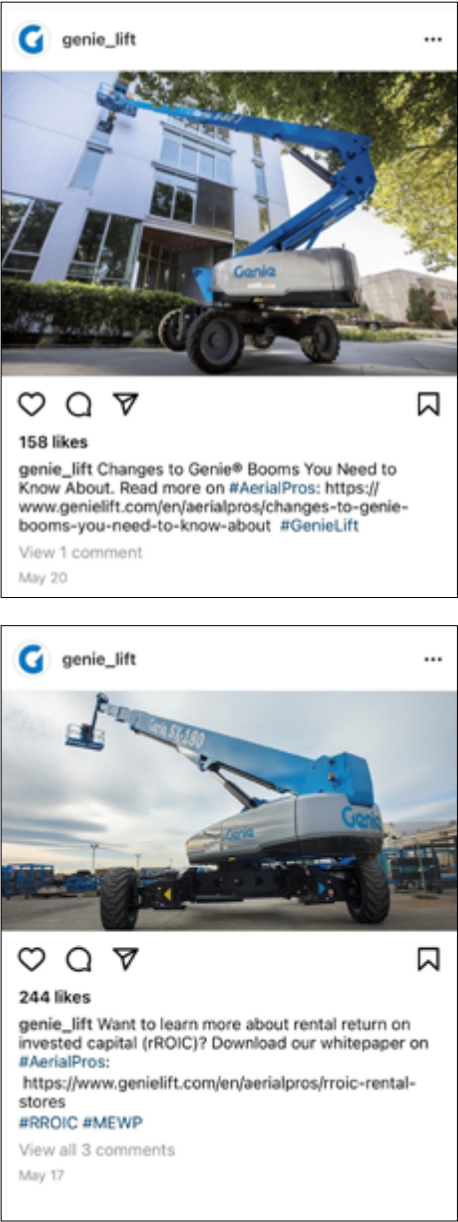
PROPER BRANDING BY POST TYPE

Social media is a great place for us to be able to have a little more fun with our audience. That said, it is still important that we remain consistent in our look and feel across our posts.

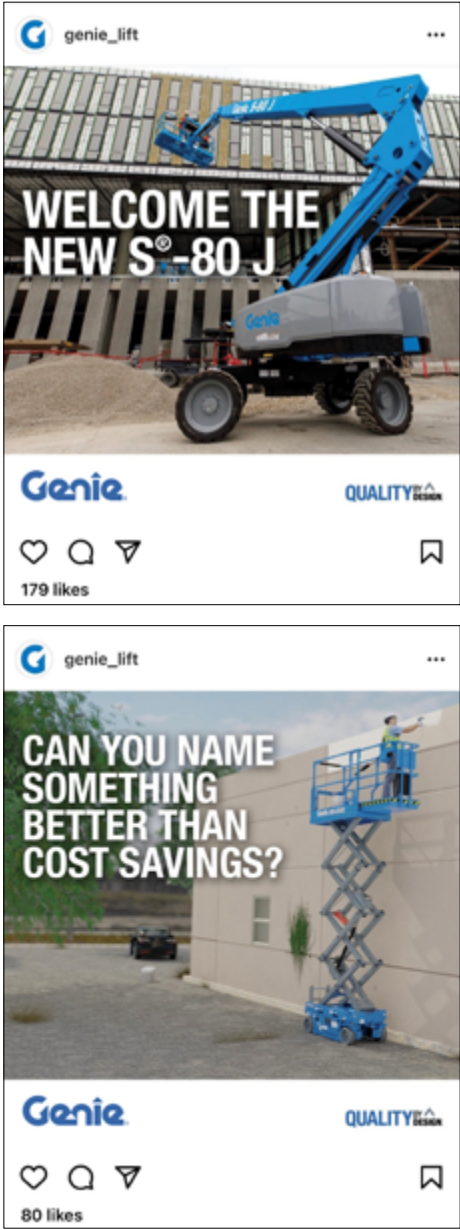
Social media posts can fall into any of the following categories, please refer to the category of post you are creating for correct guidance:

- 1. Standard Photography Post : This type of post is for when you are just posting a standard product photo along with some copy, make sure you are using a product safety approved photo.
- 2. Product Promotion Post : This type of post requires the use of the Genie white footer with the Genie logo and Quality By Design logo. This post should also include short headline text or value proposition text. Example: 30% Stronger Design. This headline text should be in white to pop on the image.
- 3. Special Product Promotion Post : This type of post can incorporate the Genie special events black gradient to help the content pop. Percentages on this speciality post can be in Genie blue instead of white like shown in the examples on this page.

STANDARD PHOTOGRAPHY POST



STANDARD PRODUCT PROMOTION POST



SPECIAL PRODUCT PROMOTION POST



SOCIAL MEDIA

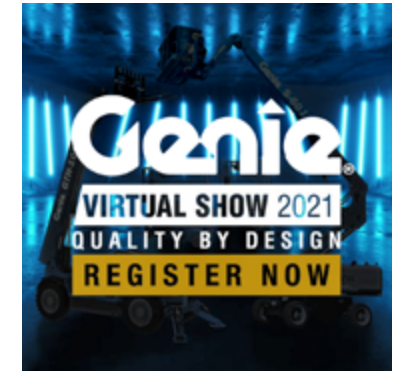
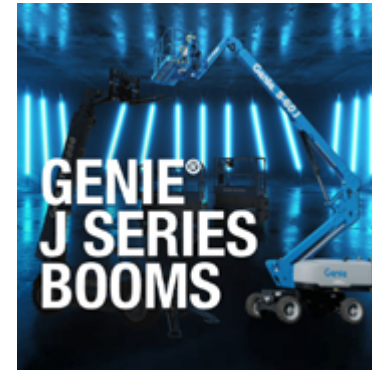
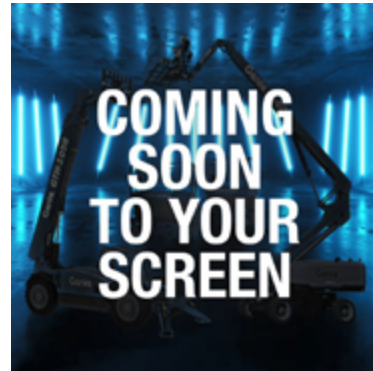
ANIMATED SOCIAL POSTS

A great way to get more engagement on social media is by creating animated social posts. Animated social posts are the preferred method for large trade show/event promotions and for tier 1 & 2 product launches.

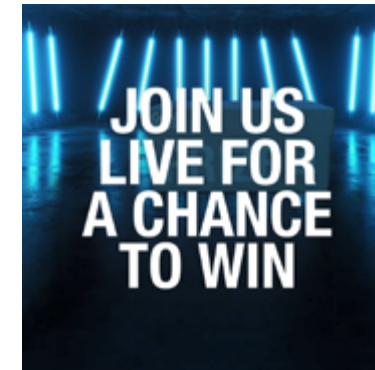
When creating an animated social post, keep the below and examples on this page in mind:

- Content should be on brand but does not need to follow one specific template or look, this is to avoid being too repetitive and to make sure we are providing fresh and unique content to our viewers on social media.
- All of the posts in a singular campaign should follow the same theme so that the campaign is consistent and distinguishable from others.
- It is preferred for the post to have at least 4 different movements in it, to keep it engaging.
- An animated post can include actual video footage of our products or static photos that have been animated to have some motion, cutouts are the preferred option for photos as they can be placed into a variety of different background types.
- Posts should be a maximum of 10 seconds and should be created in MP4 format as this is the easiest file type to use on all social platforms.
- Text should be animated on the post and kept short and snappy. DO NOT use long, drawn out phrases or sentences. Longer copy should be reserved for the social post copy beneath the image.

EXAMPLE 1



EXAMPLE 2



SOCIAL MEDIA

PROFILE AND COVER IMAGES

OVERVIEW

Profile and cover images should look identical across global channels and use the appropriate file formats to ensure a clean and professional representation of the Genie logo.

FACEBOOK SAMPLE

These sizes are determined by Facebook. Please check their page sizes and dimensions page for more information: <https://www.facebook.com/PagesSizesDimensions>



PROFILE IMAGE

SIZES Either 720px or 960px square

IMAGE Use the RGB version of the full-color genie logo, making sure to give the logo some clear whitespace around the edges.

COVER IMAGE

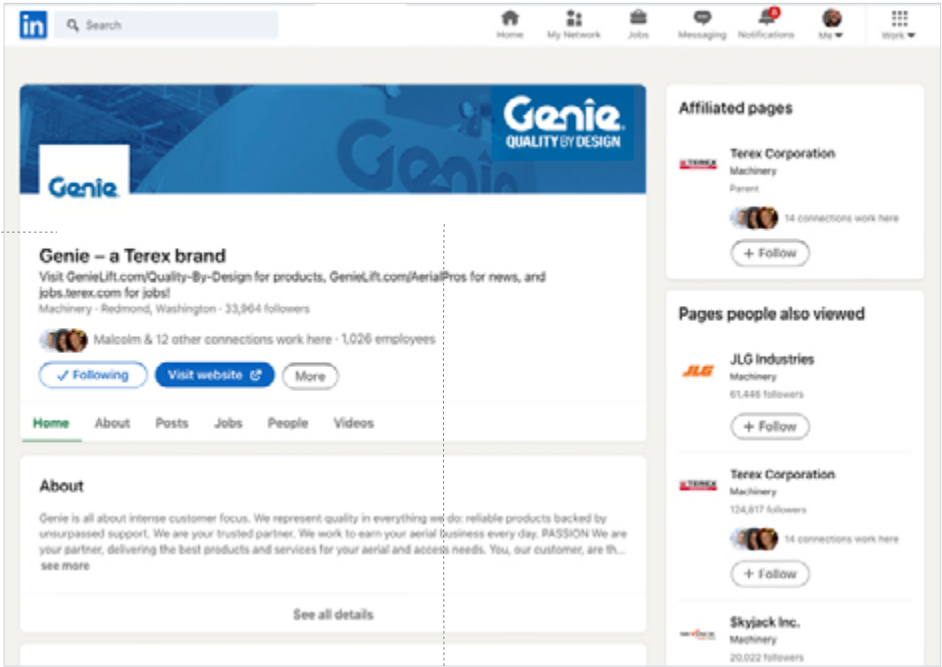
SIZES Desktop: 829 px wide x 315 px high
Mobile: 560px wide x 315 px high
IMAGE Use the RGB version of the clean white textured background with the Genie blue version of the logo in the space.

OTHER SOCIAL MEDIA OUTLETS

Similar rules should be followed for all media outlets. Please review to the respective social media site for more information on image sizes.

LINKEDIN SAMPLE

These sizes are determined by LinkedIn. Please check their page sizes and dimensions page for more information: <https://www.linkedin.com/help/linkedin/answer/70781/image-specifications-for-your-linkedin-pages-and-career-pages?lang=en>



LOGO IMAGE

SIZES 300 (w) x 300 (h) pixels

IMAGE Use the RGB version of the full-color genie logo, making sure to give the logo some clear whitespace around the edges (approximately 10px).

COVER IMAGE

SIZES 1536 (w) x 768 (h) pixels
IMAGE Use the RGB version of the clean white textured background with the Genie blue version of the logo in the space.

SOCIAL MEDIA

LINKEDIN COVER IMAGES

This is a great way to show off your Genie pride on your professional LinkedIn profile, feel free to download and use one of the many Genie x Quality By Design cover photos shown here on this page.

HOW TO UPDATE YOUR COVER IMAGE

1. Download and save the background of your choosing from the link below
2. Go to your LinkedIn homepage
3. Click "Me" on the top banner
4. Go to "View profile"
5. Click the pencil icon on your cover image
6. Click "Change photo" from the pop-up
7. Click "Upload photo" and select your image from your computer
8. Hit "Open"
9. Click "Apply"

DOWNLOAD COVER IMAGES

1



3



5



7



9



11



13



2



4



6



8



10



12



14



SOCIAL MEDIA

GENIE AWARDS AND FRONT COVER ANNOUNCEMENTS

It is exciting when a Genie product or service wins an industry award, or when one of our products gets to be on the front page of a publication.

When these things happen, it can be great to share on our social channels so we can share the win with our customers.

When you want to create a post to show off a new award or a front cover in a magazine, refer to the examples on this page for what should be included.

These posts should follow the guidelines below, with some variation dependent on the amount of pages or award information:

- Clean white gradient background
- Standard Genie blue footer with Genie logo on the left and Quality By Design on the right
- A clear image of either the magazine cover (for front page announcement) or an image of the award Genie won if it relates to an industry award

FRONT PAGE ANNOUNCEMENT 1



AWARD ANNOUNCEMENT



FRONT PAGE ANNOUNCEMENT 2



DIGITAL ADS

SAMPLE ADS

OVERVIEW

Digital ads are of growing importance for our brand identity and should closely align with their print alternatives. As space is at a greater premium for digital ads, content should be highly focused on presenting one primary message. The “Learn more” button is clearly marked, and should take the respondent to the product page or product specific PDF for a more detailed presentation of features and benefits.

TYPICAL DIGITAL AD & BANNER SIZING

- Top homepage banner on Genielift.com: 1920 px (w) by 1086 px (h)
- Image under homepage banner on Genielift.com : 2560 px (w) by 1440 px (h)
- GoGenieLift.com homepage promo banner: 750 px (w) by 565 px (h)

HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 34pt. / 34pt.
TEXT COLOR #0066CC

SUBHEAD
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 13pt. / 13pt.
TEXT COLOR #7C878E

300px x 250px Ad



HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 34pt. / 34pt.
TEXT COLOR #FFFFFF

SUBHEAD
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 13pt. / 13pt.
TEXT COLOR #C1C6C8

300px x 250px Ad (Alternate)



DIGITAL ADS

SAMPLE ADS

OVERVIEW

Digital ads are of growing importance for our brand identity and should closely align with their print alternatives. As space is at a greater premium for digital ads, content should be highly focused on presenting one primary message. The “Learn more” button is clearly marked, and should take the respondent to the product page or product specific PDF for a more detailed presentation of features and benefits.

300px x 50px Ad

HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 21pt. /20pt.
TEXT COLOR #0066CC

SUBHEAD
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 9pt. / 9pt.
TEXT COLOR #7C878E



300px x 50px Ad (Alternate 1)

HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 21pt. /20pt.
TEXT COLOR #0066CC



DIGITAL ADS

SAMPLE ADS

OVERVIEW

Digital ads are of growing importance for our brand identity and should closely align with their print alternatives. As space is at a greater premium for digital ads, content should be highly focused on presenting one primary message. The “Learn more” button is clearly marked, and should take the respondent to the product page or product specific PDF for a more detailed presentation of features and benefits.

570px x 100px Ad

HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 40pt. /34pt.
TEXT COLOR #0066CC

SUBHEAD
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 11pt. / 12pt.
TEXT COLOR #7C878E



570px x 100px Ad (Alternate 1)

HEADLINE
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 40pt. /34pt.
TEXT COLOR #0066CC

SUBHEAD
FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified
SIZE/LEADING 11pt. / 12pt.
TEXT COLOR #7C878E



DIGITAL ADS

SAMPLE ADS

OVERVIEW

Digital ads are of growing importance for our brand identity and should closely align with their print alternatives. As space is at a greater premium for digital ads, content should be highly focused on presenting one primary message, and should not attempt to land specific features or specs within this small space. The “Learn more” button is clearly marked, and should take the respondent to the product page for a more detailed presentation of features and benefits. Several color combination options are available to align with alternative print branding.

970px x 90px Ad



HEADLINE

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE/LEADING 53pt.

TEXT COLOR #0066CC

SUBHEAD

FONT Helvetica Neue 77 Bold
Condensed, all caps, left justified

SIZE/LEADING 23pt.

TEXT COLOR #7C878E

VIDEO GUIDELINES

VIDEO

INTRO TITLE LOGO REVEAL

OVERVIEW

Dynamic videos are an effective way to highlight key equipment features and functionality to our customers. To keep our brand predictable and professional, please consistently apply these transition effects and overlay styles to product and feature videos. All videos should begin with an animated Up Chevron Reveal

VIEW SAMPLE VIDEO



Blue textured chevron swipes up through frame, revealing logo and image.



VIDEO

INTRO TITLE, TITLE REVEAL

OVERVIEW

After blue background reveal, logo line at base of logo slides up over logo to reveal video title.

VIEW SAMPLE VIDEO



A thin white line spans out, then swipes up. The logo drops down, disappearing behind the line as the title is revealed from under the same line. The white line shrinks down. An additional text reveal would mirror the previous steps, beginning above the text where the white line shrank.



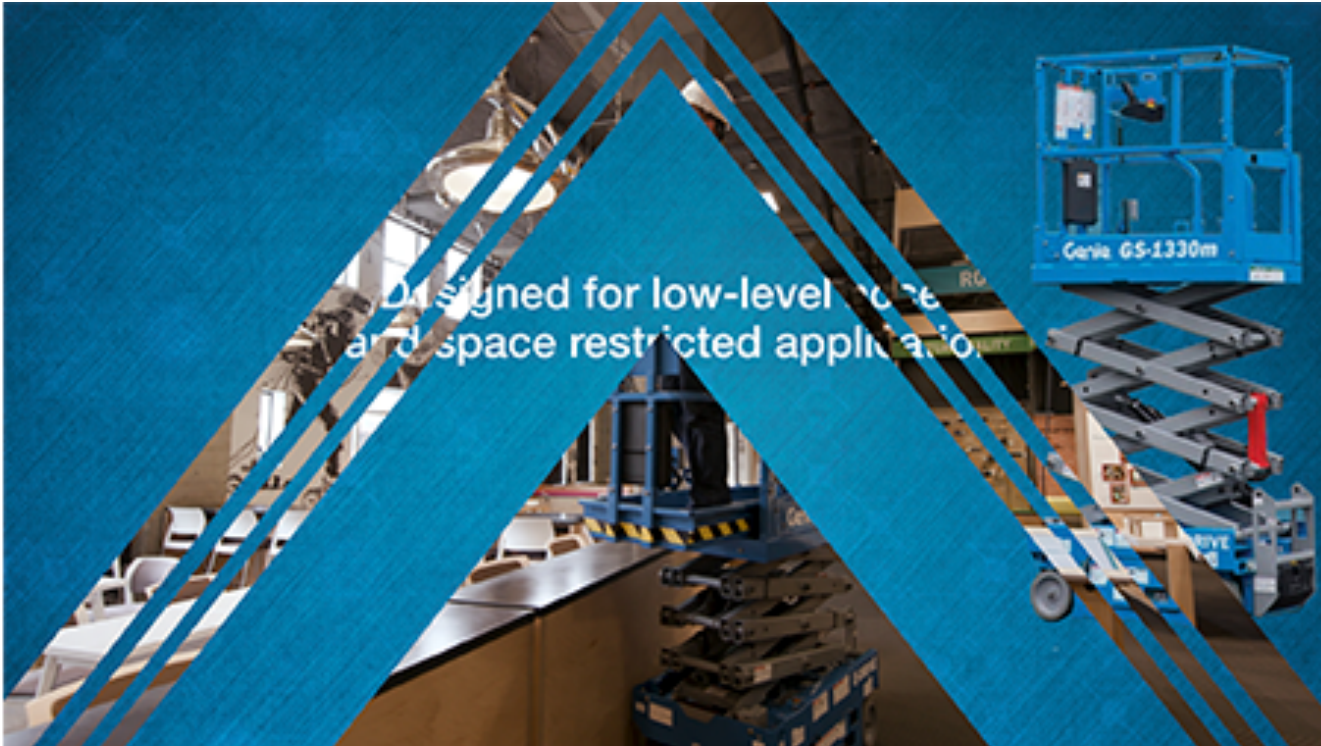
VIDEO

INTRO TITLE EXIT

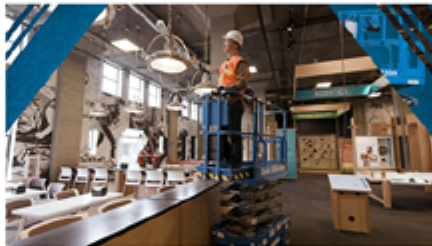
OVERVIEW

After 3 second display of title, Up Chevron Reveal effect opens to video content.

VIEW SAMPLE VIDEO



A chevron matte swipes up revealing the video behind the graphic.



VIDEO

CHAPTER TITLE

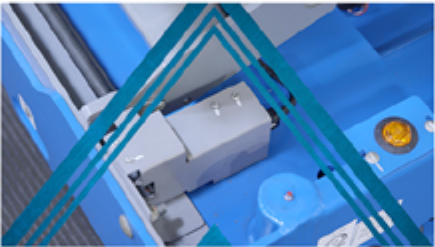
OVERVIEW

Chapter break animation matches intro chevron reveal, with video content displaying behind reveal.

VIEW SAMPLE VIDEO



Blue textured chevrons swipe up from below, revealing a blue textured background and title text.
After a few seconds a chevron matte swipes up revealing the video below.



VIDEO

MEDIUM BAR ANIMATE ON

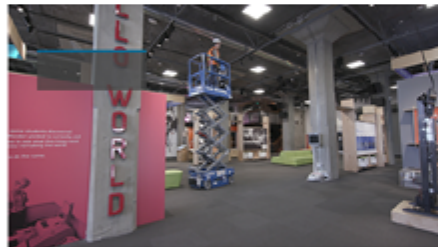
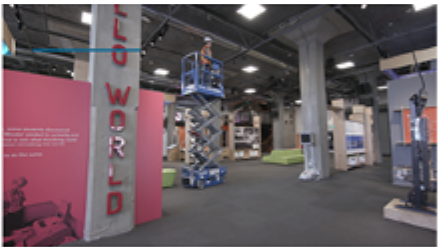
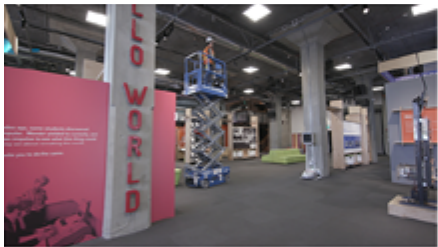
OVERVIEW

To add visual variety while maintaining consistency, content types should be displayed according to the nature of their size and structure. When listing bullets such as features/list of services, the medium animate bar should be used. Black transparent background, with white arial text.

VIEW SAMPLE VIDEO



A thin blue textured bar expands left to right. Once motion is complete, a translucent gray bar drops down from beneath along with title. List text fades on one by one as a white line draws on to frame the list.



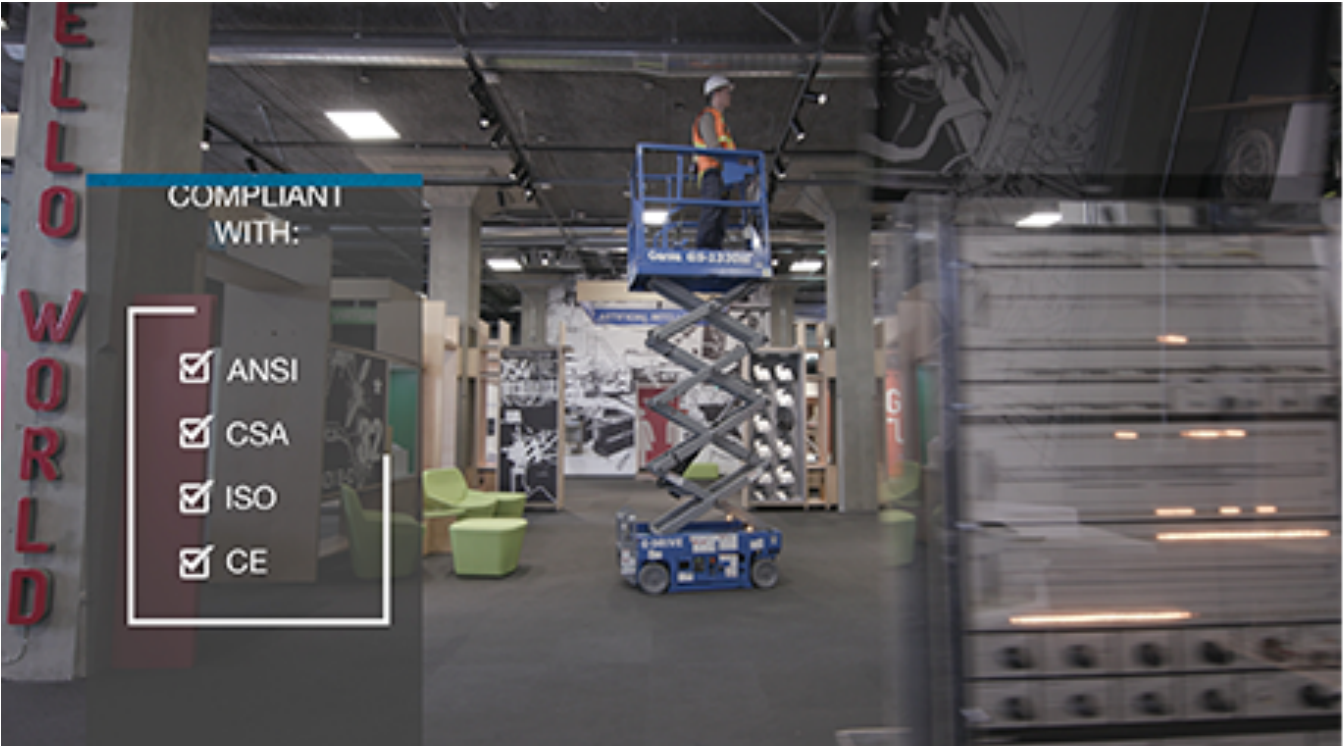
VIDEO

MEDIUM BAR ANIMATE OFF

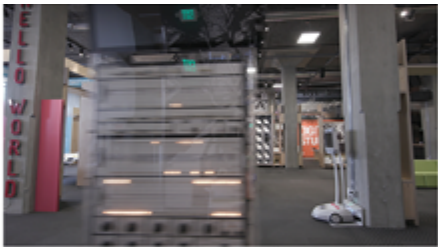
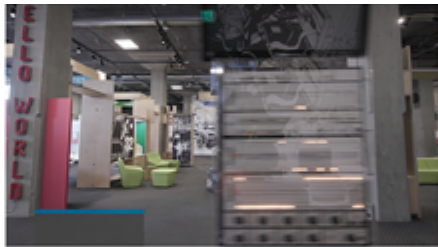
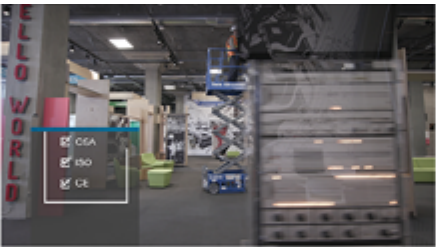
OVERVIEW

When exiting the screen, effects should reverse back through the animate on animation steps.

VIEW SAMPLE VIDEO



The blue textured bar drops down, swiping over the gray bar with list until all graphics leave the frame.



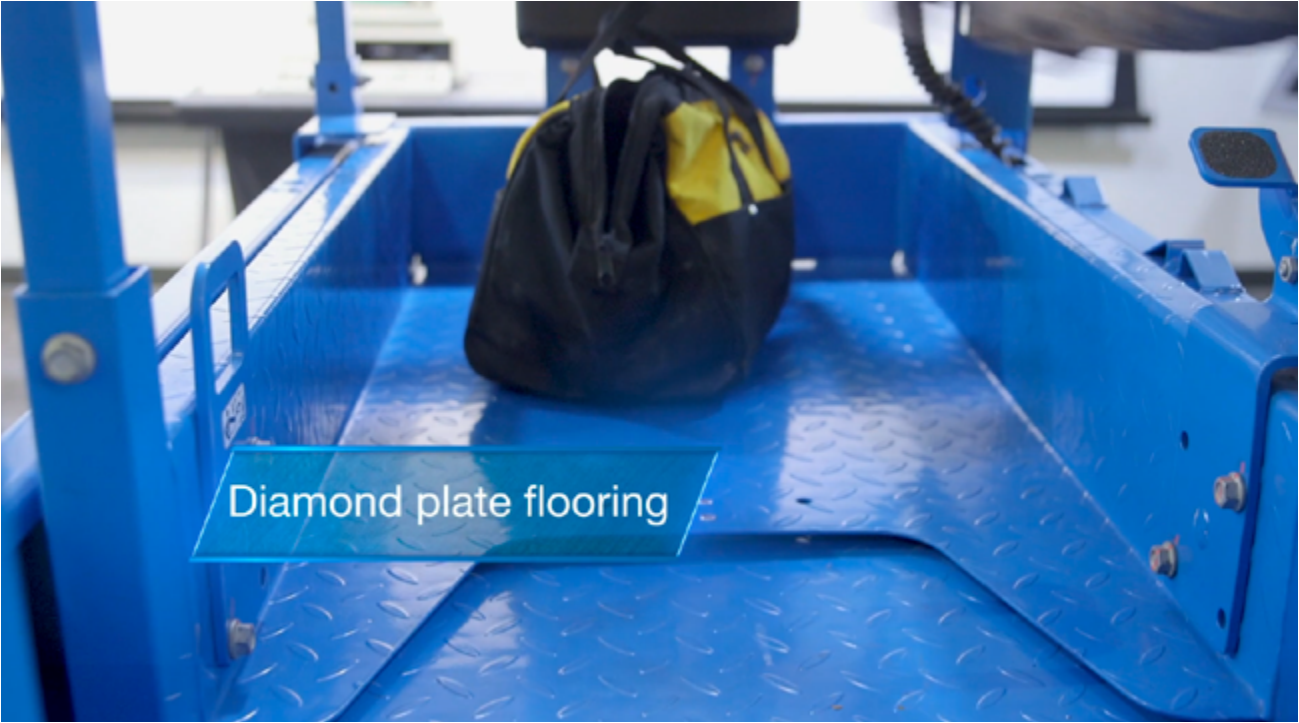
VIDEO

SMALL BAR

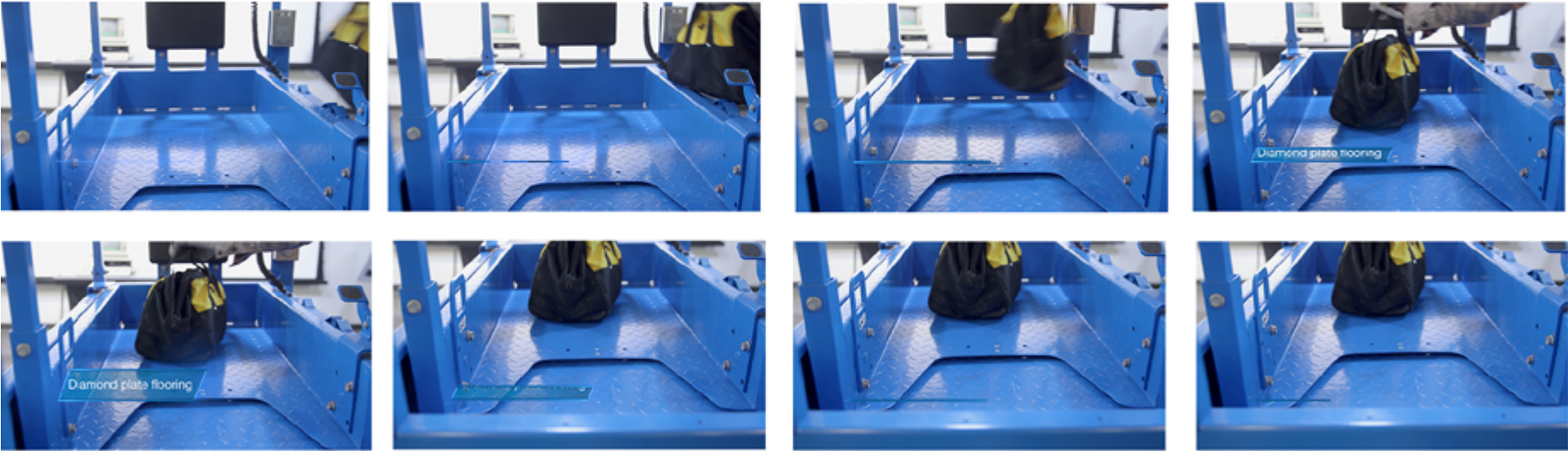
OVERVIEW

When listing singular features or items, the small transparent blue animate bar should be used. Just like our equipment it rises up (to reveal) and lowers back down (to exit).

VIEW SAMPLE VIDEO



A glowing blue beam traces the outline of the bar with the end following to the start point. A thin blue solid line animates from left to right along the base. The solid blue line separates as one bar lifts up and to the right, creating an angled polygon, revealing text and textured background, with glowing beam supports on the side. Animate off: Top blue line drops back down onto lower bar. The line collapses from right to left.



VIDEO

SIDE BAR ANIMATE ON

OVERVIEW

When showing core features with infographics and supporting text, the side bar animation should be used. Like the small animation bar, the reveal rises from the bottom to reach the top of the screen, and exits downwards. Note the speed and transparency of the bar, text and infographic reveal in the example video.

VIEW SAMPLE VIDEO



Parallel glowing blue lines extend up and to the right. A solid blue textured background rises up between lines, revealing title. A glowing blue line traces the icon. The icon animates on. The sub-title fades on.



VIDEO

SIDE BAR ANIMATE OFF

OVERVIEW

Inline with other animations, side bar should fade transparency and animate down to exit.

[VIEW SAMPLE VIDEO](#)



The blue textured background slides down between glowing blue lines. The title, sub-title and icon is removed with the blue texture background. The glowing blue lines follow the background until all graphics are off screen.



VIDEO

VIDEO LOGO CLOSE

OVERVIEW

Videos should end just as they started, with Chevron Up Arrow animation pulling the bold blue background up, revealing the Genie logo on the background. The Genie logo should then transition with a white bar to the Quality By Design logo to close it out.

VIEW SAMPLE VIDEO



Blue textured chevron swipes up through frame, revealing logo. Videos should end with the Quality By Design logo



ICONOGRAPHY LIBRARY

ICONOGRAPHY

SUPPORTING YOUR TEXT WITH ICONS

OVERVIEW

Numerous studies have shown the human brain processes visuals 10x faster than text, and is 3x more likely to retain a message delivered in an image over text. For these reason, infographics are a key part of the Genie marketing strategy, and should be used in favor of large bodies of text wherever possible.

To maintain global consistency it's important to maintain the following constraints when using infographics in your marketing collateral:

- Capitalize first letter of each key word included in text (Example: Low Noise, Low Emissions)
 - Filler words should be lowercase
 - Includes: and, the, to, on, with
 - Exceptions made when the fillers words begin a statement
- Hyphenate connected points (Example: Need-to-Know Lingo or Industry-Leading Outreach)
- Text under graphic should be short and simple
 - Reads like a headline rather than a description
 - Minimize text -- 5 words or less
- No subheadlines, smaller text or additional descriptions
 - One key point/thought/statement highlighted per icon
- Breakout multiple points into separate icons
- Icon image should be compelling enough visually to describe highlighted feature/benefit
- Text written in present tense
- “Feature” icons will be descriptive (Example: Low Noise, Low Emissions)
- “Benefit” icons will be action oriented (Example: Reduced Noise and Emissions)

- Product Management will provide insights into what features/benefits should be highlighted
 - Marketing to determine what icons are created
 - Marketing to determine imagery and text of icons
 - PM to advise on accurate portrayal of image/text in icons

[VIEW ICON LIBRARY](#)

IMPORTANT

If the infographic you need is not found in the infographic library, please send a request to Genie-Brand-Support@terex.com. We'll create the requested icon and add it to the infographic library.

PROPER CAPITALIZATION USAGE



**Low Noise,
Low Emissions**

CORRECT



**Low noise,
low emissions**

INCORRECT

ICONOGRAPHY

[VIEW ICON LIBRARY](#)

ICON CATEGORIES AND SAMPLES

01 - Applications



**Sensitive
Environments**

02 - Industries



Aviation

03 - Boom Capabilities



**Industry-Leading
Outreach**

04 - Boom Platform Features



**3-Person
Capacity**

05 - Controls



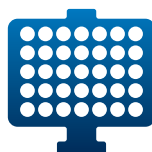
Remote Start

06 - Environmental



Low Noise

07 - Equipment Features



**IP68-Rated
LED Panels**

08 - GTH Features



**Rear Proximity
Alarm**

09 - Power



**Deutz Engine
D2011L03i**

10 - Weight Lifting Capacity



**Xtra Capacity™
Capabilities**

11 - Objects and Concepts



**Improve
Your rROIC**

12 - Safety



**Meets New
MEWP Standards**

13 - Numeric



24/7 Support

14 - Service & Maintenance



**Extended
Service Intervals**

15 - Lift Connect



**Manage
Your Fleet**

16 - Scissors Features



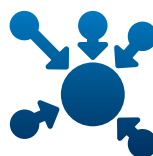
**Compact
Footprint**

17 - Contact Alarm



**Expandable
System**

18 - Scissor Accessories



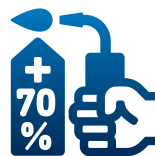
**Eliminates
Clutter**

19-Tech Pro Link



**Large
Display Screen**

20 - Lift Power



**More
Weld Power**

T - Terex Iconography



**45 Gal
Fuel Tank**

WHITEPAPERS AND GUIDES

WHITE PAPERS & GUIDES

COVER

OVERVIEW

Cover page should be clean and simple, utilizing the standard clean white branding and the standard brand footer with Genie and Quality By Design logos.

HEADLINE
FONT
SIZE/LEADING
TEXT COLOR

Helvetica Neue 77 Bold
Condensed, all caps, left justified
46pt. /44pt.
PMS 300c (CMYK:100/44/0/0)



WHITE PAPERS & GUIDES

INTERIOR PAGES

OVERVIEW

Interior pages should follow a 2-column layout with a dividing line for the columns. Text should be broken up with photography, charts, graphics and icons.

HEADER	
FONT	Helvetica Neue 45 Light title case, left justified
SIZE/LEADING	24pt. / 27pt.
TEXT COLOR	PMS 300c (CMYK:100/44/0/0)
SUB HEADER	
FONT	Helvetica Neue 45 Light title case, left justified
SIZE/LEADING	12pt. / 14pt.
TEXT COLOR	PMS 430c (CMYK 33/18/13/40)
BODY COPY	
FONT	Helvetica Neue 45 Light title case, left justified
SIZE/LEADING	9pt. / 13pt.
TEXT COLOR	PMS 430c (CMYK 33/18/13/40)
SPACE AFTER	0p9
BULLETS	
	Use blue chevron bullets, same as in ads.
FONT	Helvetica Neue 45 Light title case, left justified
SIZE/LEADING	9pt. / 13pt.
TEXT COLOR	PMS 430c (CMYK 33/18/13/40)
SPACE AFTER	0p9

Mobile Elevating Work Platform Safe Use Plan Overview

Sub Header

The operation of any Mobile Elevating Work Platform (MEWP) is subject to certain hazards that can be protected against only by the exercise of intelligence, care and common sense, and not by any device. It is essential to have persons who are medically and physically fit for the task selected to be trained and qualified in the intended use, safe operation, maintenance, and service of this type of equipment.

It is critical to ensure that good job management, safety control and the application of sound principles of safety, training, inspection, maintenance, repair, application and operation are strictly adhered to at all times.



With all of that taken into account, a safe use program specific to MEWPs must be developed by the user and must include, but not be limited to, the following:

- Performing a site risk assessment to identify hazards, evaluate risk, develop control measures and communicate with everyone affected;
- Planning of the operation, including rescue plans for the safe recovery of persons and/or the MEWP in the event of an emergency;
- The selection, provision and use of an appropriate MEWP for the task as well as any work equipment associated with it;

- Access, preparation and maintenance of the site, as required, to include an assessment that the support surface is adequate to support the weight of the MEWP;
- MEWP maintenance, including inspection(s) and repairs as required by the applicable standards and by the manufacturer;
- Allowing only trained and authorized personnel to operate and/or occupy the MEWP;
- Ensuring that the authorized MEWP operators have been familiarized with the specific MEWP to be used;
- Ensuring that the operators are informed of local site requirements and has been warned and provided the means to protect against identified hazards in the area where the MEWP will be operated;
- Having a trained and qualified supervisor monitor the performance and the work of the operator to ensure compliance with provisions of the applicable standards;
- Prevention of unauthorized use of the MEWP;
- The safety of persons not involved in the operation of the MEWP; and
- Proper documentation and record retention.

Please Note:
This document is designed to provide guidance on the above requirements and is only to be used as such. It does not constitute a safe use plan.

Specific information on the requirements can be found in the ANSI A92.22-2018 Safe Use Standard (United States) and the CSA B354.7:17 Standard for Safety Principles, Inspection, Maintenance and Operation (Canada).

Rescue Plans for Mobile Elevating Work Platforms

Why Are Rescue Plans Critical When Operating Mobile Elevating Work Platforms (Mewps)?

MEWPs are designed and manufactured to include fall protection in the form of platform guardrails, and the ANSI A92.22-2018 and CSA B354.7 standards also require personal fall protection equipment (PFPE) on all Group B MEWPs (booms). However, there are situations where an individual may fall or be ejected from the platform, the platform may become entangled, or the machine may experience a breakdown and the operator and any occupants in the platform will require a timely rescue response.

Even a person properly fitted with a full body harness may receive injuries during the fall or begin to experience suspension trauma (blood pooling in their legs) within a very short period of time. Research indicates that suspension in a fall arrest device can result in unconsciousness, followed by death, in less than 30 minutes. According to ANSI Z359.4-6.1, the recommended goal for rescue subject contact is less than six minutes.

In the event of platform entanglement or machine breakdown that would prevent the operator from lowering the platform safely to the ground, it is critical to have a plan in place to ensure a timely rescue.

A rescue plan is a necessary component of a risk assessment when working at height.

Per OSHA 1926.502 [D] [20] and OSHA 1910.66: "The employer shall provide for prompt rescue of employees in the event of a fall or shall assure that employees are able to rescue themselves."

ANSI A92.22 and CSA B354.7 standards require employers to have a rescue plan in place and ensure that workers are trained on procedures to follow if they fall and await rescue or witness another worker's fall. The plan must be put in writing and become part of your company's training program.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed solenique dictum justo, nec egestas turpis inodunt id. Cras egestas odio turpis.

Rescue Plans Should Include the Following:

- Company name and location
- Work site location (if different)
- Identification of fall hazards associated with the operation of the MEWP
- Identification of work procedures to eliminate or mitigate the risk
- Training on:
 - Self-rescue (by the person involved)
 - Assisted rescue (by others in the work area)
 - Technical rescue (be emergency services)

PAGE NUMBERS

FONT	Helvetica Neue 55 Roman all caps, left & right justified
SIZE	7pt.
TEXT COLOR	PMS 430c (CMYK 33/18/13/40)
NUMBER COLOR	PMS 300c (CMYK:100/44/0/0)

DIVIDER LINE

WEIGHT	.25pt
COLOR	PMS 430c (CMYK 33/18/13/40)

PHOTO CAPTION

FONT	Helvetica Neue 45 Light title case, left justified
SIZE/LEADING	8pt. / 12pt.
TEXT COLOR	PMS 300c (CMYK:100/44/0/0)
BACKGROUND	PMS 430c (CMYK 33/18/13/40)

WHITE PAPERS & GUIDES

BACK COVER

OVERVIEW

Back cover should utilize the standard brand footer with Genie and Quality By Design logos.

Preferred



COPYRIGHT

FONT	Helvetica Neue 55 Roman left justified
SIZE/LEADING	7pt. /8pt.
TEXT COLOR	PMS 428C (CMYK 10/4/4/14)

Alternate Notes Section



BRANDED MERCHANDISE

ON-BRAND CHOICES

OVERVIEW

The voice and tone of our brand should help guide the type of items included in our branded merchandise collections. The Genie® voice is quality, so designing cheap, disposable gifts would convey an unfamiliar and off brand message to customers. Whereas, items such as home and office tools, weather-resistant clothing and other “plug-and-play” product solutions work in our favor and reinforce the voice of our brand.

USAGE

- Use items that have high usability and perceived value
- Disposable and easily breakable items must be avoided to retain our high-quality, durable brand image

⚠ IMPORTANT NOTE ⚠

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com



BAD EXAMPLES



CLASSIC MERCHANDISE PALETTE

OVERVIEW

Genie merchandise should only use the stand alone Genie logo that DOES NOT include the “a terex brand” addition. Classic Merchandise should be blue, black, gray or white, featuring a prominent white or blue Genie® logo. It’s important to only use the approved, “primary” Genie brand background colors. By producing items in the correct color hue, our palette will remain consistent across all of our branded material. Consistency at all times is key.

USAGE

- Classic Merchandise color guidelines apply to all items, excluding additional tone-on-tone “secondary” brand color options (described overleaf).
- The preferred logo for screen-printing on white background is the stand alone Genie logo in Genie blue.

⚠️ IMPORTANT NOTE ⚠️

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com



Preferred Logo



Single Color: Genie Blue



Single Color: Blue Camo Pattern



Single Color: Genie White



Single Color: Black



Single Color: Gray Camo Pattern



Genie Blue	Pantone	PMS 300C
	CMYK	100/44/0/0
	RGB	0/102/204
	Websafe Hexadecimal	#0066CC



Genie Dark Gray	Pantone	PMS 430C
	CMYK	33/18/13/40
	RGB	124/135/142
	Websafe Hexadecimal	#7C878E



Genie Light Gray	Pantone	PMS 428C
	CMYK	10/4/4/14
	RGB	193/198/200
	Websafe Hexadecimal	#C1C6C8



Genie Black	Pantone	PMS Black C
	CMYK	0/0/0/100
	RGB	0/0/0
	Websafe Hexadecimal	#000000

CLASSIC MERCHANDISE PALETTE

EXAMPLES



⚠️ IMPORTANT NOTE ⚠️

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com

BAD EXAMPLES



POSITIONING

OVERVIEW

Another key element established in the brand guidelines (above) are logo instructions, including the minimum clear space that should be used around the Genie® logo. These specs are included to ensure legibility, and to eliminate the negative impact that competing graphics or copy can have.

Rather than minimizing the graphic size so small that it's hard to make out, consider larger or creative print areas and perpendicular (vertical) positioning.

Additional “surprise-and-delight” details could include interior taping in a hat, or lining and hang tags on hoodies without overcrowding or compromising the visual aesthetic of the design.

⚠️ IMPORTANT NOTE ⚠️

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com

CLEAR SPACE

The logo and descriptor must be separated from all other graphic elements by a clear space of at least 1/2 the letter form of the “e” in “Genie.”



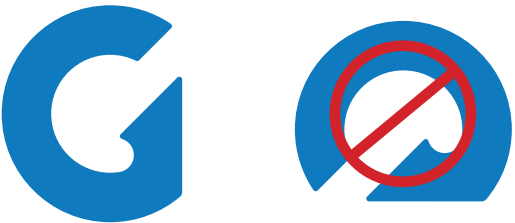
MINIMUM SIZE

For clear reproduction, avoid using our logo smaller than the minimum size in the illustration shown here. If your application calls for a smaller size, please email to Genie-Brand-Support@terex.com



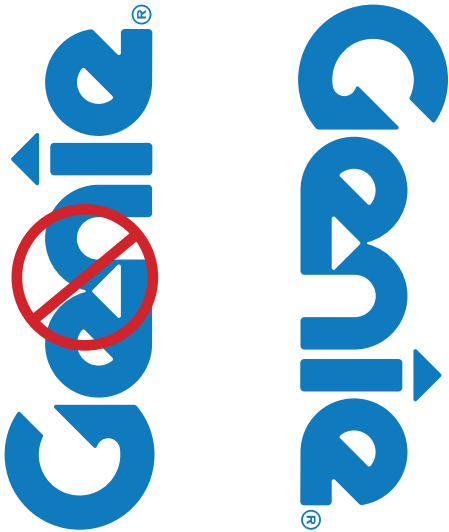
GENIE “G” LOGO

Can only be used alongside the full Genie logo to create a connection between the two.



VERTICAL LOGO

For tone-on-tone apparel only, our logo can run vertically.



POSITIONING

EXAMPLES

USAGE

- For apparel, line up and center the logo vertically to the edge of the collar and bicep. This is usually about 3" (7.6 cm) down from top sleeve seam of a long sleeve garment or about 1/2" (1.27 cm) up from bottom sleeve seam for a short sleeve garment.
- If the Genie® logo is turned perpendicular (vertical), it should be oriented that the “G” always be on “top down”
- Dropping the “a terex brand” sub-heading from the Genie brand is acceptable below 10 pt. or for embroidered apparel



For tone-on-tone apparel only, our logo can run vertically.



LEFT CHEST LOGOS (PREFERRED / AS STANDARD)

Left chest shirt logo size 3.01" W x 1.13" H



HAT LOGOS

Large logo hat – 4.47" (11.4 cm)W x 2.0" (5 cm) H.
Stitch count 4,849

Small logo hat – 2.71" (6.9cm) W x 1.01" (2.6 cm) H.
Stitch count 2,780.



⚠️ IMPORTANT NOTE ⚠️

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com

BAD EXAMPLES



DUAL-BRANDING

PREMIUM BRAND OVERVIEW

When the premium, high-value apparel or manufacturer brand logo is the appeal of the item, special considerations are required. A pre-approved premium brand logo must serve as both the “sub-brand” and “secondary” logo by ensuring the Genie® logo has greater prominence in position and larger size. However, in contrast to regular dual-branding, the Genie logo will be presented in either the color of the premium brand logo or as “tone-on-tone” with the color of the background color of the item.

USAGE

- Follow the positioning and size guidelines in the above “DUAL-BRANDING” page for a secondary sub-brand logo
- The Genie logo is presented 25-50% larger than the premium brand logo
- The Genie logo placement is also always the more prominent location than the premium brand logo
- Follow the instructions in the below “TONE-ON-TONE” page when selecting that logo color choice
- When dual-branding the Genie logo with a premium, high-value apparel brand, additional logos are prohibited (such as additional customer or internal sub-brands)
- Dual-branding with any “standard” (non-premium) brand logo is strictly prohibited to retain the premium, high-value customer associations of the Genie logo



! IMPORTANT NOTE !

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com



BAD EXAMPLES



Additional logos/sub-brand logos cannot be used.



Do not use a “standard” brand logo.



Do not have the premium brand logo larger than the Genie Logo.



Do not choose a Genie logo that doesn't follow the Tone-ON-TONE instructions.

TONE-ON-TONE

OVERVIEW

Subtly branded merchandise reinforces our brand with business partners who already have a strong buy-in to our products and services. Creating an element of exclusivity, and / or limited-edition, this is a strong way to maintain the appeal of items designed specifically for equipment purchasers. This should be complimented by ‘tone-on-tone’ embroidery or screen printing, meaning the same tone/color as the apparel or item itself.

! IMPORTANT NOTE !

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com



Tone-on-Tone: Genie Blue



Tone-on-Tone: Black



Tone-on-Tone: Genie Gray



Tone-on-Tone: Camo Pattern



Tone-on-Tone: Natural Camo Pattern

PRIMARY COLORS

These colors make up the foundation for all Genie® brand communications.



Genie Blue	Pantone	PMS 300C
	CMYK	100/44/0/0
	RGB	0/102/204
	Websafe Hexadecimal	#0066CC



Genie Dark Gray	Pantone	PMS 430C
	CMYK	33/18/13/40
	RGB	124/135/142
	Websafe Hexadecimal	#7C878E



Genie Light Gray	Pantone	PMS 428C
	CMYK	10/4/4/14
	RGB	193/198/200
	Websafe Hexadecimal	#C1C6C8

SECONDARY COLORS

These colors are used as a complement to the primary palette.



Genie Black	Pantone	PMS Black C
	CMYK	0/0/0/100
	RGB	0/0/0
	Websafe Hexadecimal	#000000



Genie Gold	Pantone	PMS 132C
	CMYK	9/38/100/32
	RGB	160/116/0
	Websafe Hexadecimal	#A07400



Genie Dark Blue	Pantone	PMS 295C
	CMYK	100/69/8/54
	RGB	0/40/85
	Websafe Hexadecimal	#002855

TONE-ON-TONE

EXAMPLES

USAGE

- For apparel, the thread chosen is either one or two shades darker than the base color of the garment so there is some contrast
- Color of the logo and background are restricted to the primary or secondary colors from the “BRAND COLOR PALETTE” page
- Where possible, the logo should be right aligned rather than centered to reduce prominence
- The logo size should appear on less than 25% of the clear space available (approx. 50% smaller than the large and prominent Genie logo applied on Classic Merchandise)
- Patterned and non-brand color backgrounds are not acceptable with both Terex and Genie

⚠ IMPORTANT NOTE ⚠

All merchandise items must go through Marketing Review for approval to ensure we stay globally consistent. Please email merchandise for approval to: AWP-MarketingReview@terex.com



POSTERS

PRODUCT POSTERS

OVERVIEW

Posters can be created with either full color photos or with the Genie brand stylistic gradient treatment, clean white.

Contact your local Genie Marketing Representative to review templates and silhouettes for other products.

SIZING

Font sizing based on common poster size of 19" x 28" - Adjust accordingly for larger or smaller sized posters.

DOWNLOAD POSTER TEMPLATES

CALL-OUT BOX

COLOR:

(CMYK:33/18/13/40), 15%

GRAPHIC

PMS 300c

BRAND FOOTER

GRADIENT COLORS

TOP:

(CMYK:100/44/0/0)

BOTTOM:

(CMYK:100/69/8/54)

TOP BORDER

White, 2pt.



ADDITIONAL OPTIONS



FULL COLOR PHOTO

PRODUCT POSTERS

MODEL NUMBERS

OVERVIEW

The “Product Only” and “Spec Sheet” poster styles can include product model numbers. Posters can be created with either full color photos or with the Genie brand stylistic gradient treatment, clean white.

SIZING

Font sizing based on common poster size of 19" x 28" - Adjust accordingly for larger or smaller sized posters.

DOWNLOAD POSTER TEMPLATES

HEADLINE

Copy should be the full product name

FONT Helvetica Neue 77 Bold
Condensed, all caps

SIZE 150-160pt.

LEADING 130-140pt.

TEXT COLOR PMS 300c

BRAND FOOTER

GRADIENT COLORS

TOP: PMS 300c
(CMYK:100/44/0/0)

BOTTOM: PMS 295c
(CMYK:100/69/8/54)

TOP BORDER White, 2pt.



ADDITIONAL OPTIONS



SPEC CHART, FULL COLOR PHOTO

STYLIZED BRAND POSTERS

GENIE BRAND LED

OVERVIEW

Stylized posters should always have the Genie logo on the bottom left corner. This can also be paired with the Quality By Design logo on the bottom right corner of the page.

SIZING

Font sizing based on common poster size of 19" x 28" - Adjust accordingly for larger or smaller sized posters.

DOWNLOAD POSTER TEMPLATES



ADDITIONAL OPTIONS



STYLIZED BRAND POSTERS

PARTNER BRAND LED

OVERVIEW

Stylized posters should always have the Genie logo in the bottom left corner with a dealer logo in the bottom right corner. If needed, a special event logo can be placed in the upper right corner like a headline.

Please send custom logo request to Genie-Brand-support@Terex.com.

SIZING

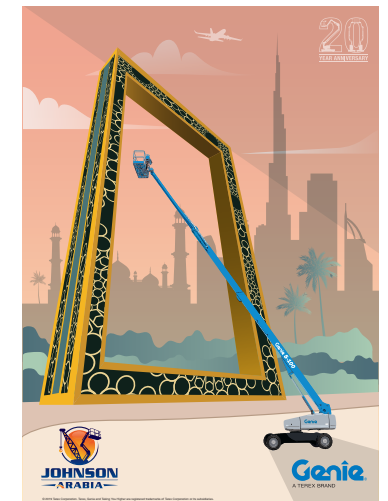
Font sizing based on common poster size of 19" x 28" - Adjust accordingly for larger or smaller sized posters.

DOWNLOAD POSTER TEMPLATES

For dealer distributor variations only, it is acceptable to allow the dealers logo to take the primary sizing and lower left position. All other variations should maintain the standard Genie led logo lock up.



ADDITIONAL OPTIONS



TRAILER GRAPHICS

TRAILER DESIGN

EXAMPLES

USAGE

- Design should be clean and simple, utilizing the standard clean white branding with Genie and Quality By Design logos.
- Genie and Quality By Design logos should be used in full color with the Genie logo on the left and Quality By Design logo on the right.
- Genie Blue bar should be placed at the bottom.
- Please use a high resolution, full-color photography cut out from the approved library (min 120 DPI recommended).
- Ensure equipment shown is available in the local market where vehicle will be traveling.



Side View

BLUE FOOTER

HEIGHT	Aproximately 20"
GRADIENT COLORS	
TOP:	PMS 300c (CMYK:100/44/0/0)
BOTTOM:	PMS 295c (CMYK:100/69/8/54)
TOP BORDER	White



Back View

BLUE FOOTER

FONT SIZE	435 pt
TEXT COLOR	PMS 300c (CMYK:100/44/0/0)

TRAILER DESIGN

EXAMPLES

USAGE

- Design should be clean and simple, utilizing the standard clean white branding with Genie and Quality By Design logos.
- Genie and Quality By Design logos should be used in full color with the Genie logo on the left and Quality By Design logo on the right.
- Genie Blue bar should be placed at the bottom.
- Please use a high resolution, full-color photography cut out from the approved library (min 120 DPI recommended).
- Ensure equipment shown is available in the local market where vehicle will be traveling.



BLUE FOOTER

HEIGHT Aproximately 20"
GRADIENT COLORS
TOP: PMS 300c (CMYK:100/44/0/0)
BOTTOM: PMS 295c (CMYK:100/69/8/54)
TOP BORDER White

BLUE FOOTER

FONT SIZE 435 pt
TEXT COLOR PMS 300c (CMYK:100/44/0/0)

BUSINESS TEMPLATES

Creative Brief Process

Shortened Brief and Simplified Process

New Project Request Process

For support with creative content, please follow the project request process outlined below:

1. Fill out the condensed creative brief located [HERE](#)
2. Submit your brief to Genie-Brand-Support@terex.com
3. Project will be kicked off with the appropriate vendor.
4. Genie Brand Support will handle AWP review and change edits
5. Final file will be delivered to stakeholder for activation

Creative Brief

PROJECT NAME	PROJECT NUMBER
	Provide budget reference for invoice
PROJECT OWNER	DATE

OBJECTIVES/DESIRED RESULTS
Describe what this project is aiming to achieve.

KEY INSIGHTS
What do we know about our audience and how they may feel about this communication?
What obstacles may need to be overcome?

BENEFITS
What benefits are we communicating to our audience? (beyond features, what/how will this benefit the audience)

EXECUTIONAL ELEMENTS/MANDATORIES
Text (headline and / or supporting copy)
Picture(s) of _____
Logo/Footer specifics
Address
Copyright
Location of any artwork or media assets (links to Box)

FORMAT
Describe project deliverable (i.e. brochure, email, advert, etc.)
Size (dimensions, page count, etc.)
Preference for Bold Blue or Clean White brand style
Multiple language editions?
"Nice to have":

- o 1-3 visual pieces that illustrate your concept or provide inspiration for the look of project (previous Genie projects or from outside sources)
- o Power-point of preferred layout if applicable

TIMING
Submit to AWP Review
Completion



BUSINESS TEMPLATES

GENIE POWERPOINT

OVERVIEW

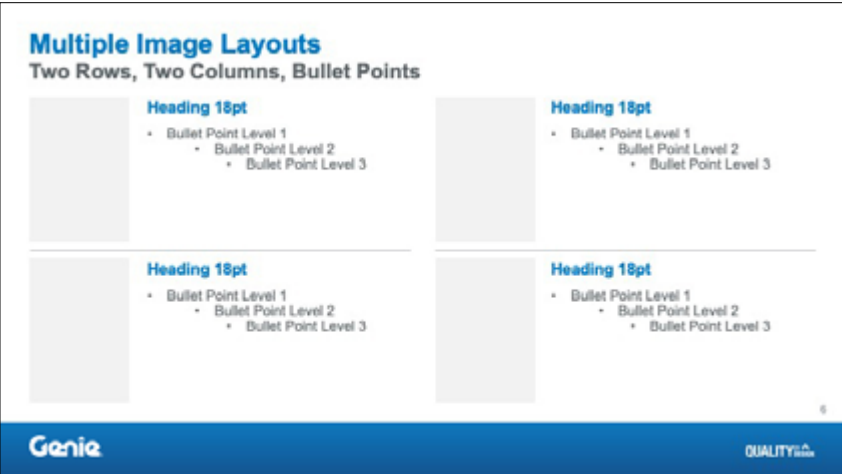
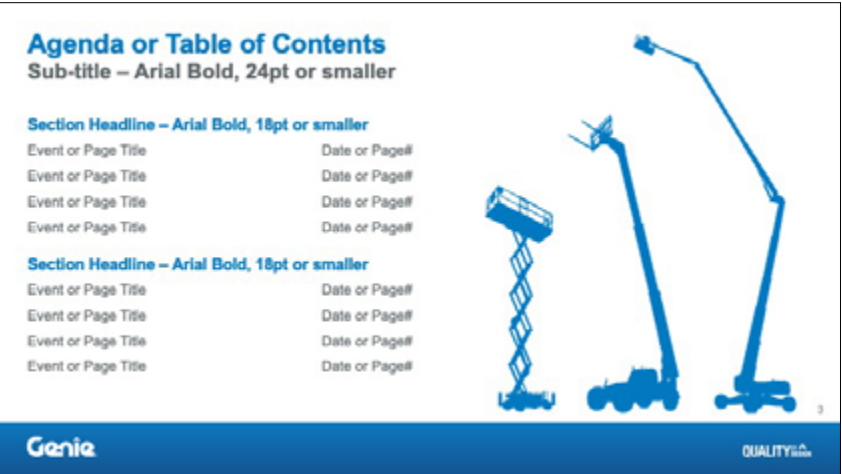
Please use the approved Genie PowerPoint base template when creating any presentations. There are a few different resources available to you for building out a PowerPoint presentation. Please see those resources below.

DOWNLOAD BASE PPT TEMPLATE

DOWNLOAD FULL PPT TEMPLATE

DOWNLOAD RESOURCE PPT FILE

VIEW CATEGORIZED IMAGES



BUSINESS TEMPLATES

GENIE BRANDED LETTERHEAD

OVERVIEW

There are two approved Genie branded letterhead templates to choose from. One with silhouettes along the bottom and one without.

DOWNLOAD LETTERHEAD TEMPLATES



NAME SENDER

Department

(+31 6 xxx xxx xx)

example.email@terex.com

[Insert Date]

[Recipient Full Name]

[Title]

[Company]

Dear [First Name]

Tus. Voluptatur si incid molum iur ant rest as volupta temporumqui dolorum auteape rchiti officium ullorro esequi dunt maximus, cor sinti doluptat elis sequis delit lantia volupta dus, oditlati undenem re, coritlat atquam ipsae dusam, adis quodis earios aut quunt omnis es quis nobist, ommo magnam atis resti as delitlat ibusandel illuptis minus doluptatur, volesequeas quundani cum dolecte molorporem. Il erum aborro cum cum quis ad quodiasi omnis excea nis esenima veligen danienda con con cust, cuptas rescim rempost ipsant, aut ullo eum et quaspistrum audis sentibus doloren istiae volorumqui cus, sequam vid quas am acestio derit, comnis velia demporias mos conem cum et, id molupta tibus, et occum que volore, coreptae natem. Feratemonodi con commolu ptusame omninus accum sum ex es sit vo- lupti reperitatis dent ius rerro is sus idem sim reheni dolorestis eos maiois et harit laborionsed quosa velit enet eos raesecae con rest, optas dolupid itatur modion remque core, nonsequosam facescime apedisto blam sus exces ni assint eaquidiciur, volum deliquae nobissin pro eic tem accust ad magnime dit reproporecae doluptatius sed et ducis doluptatem et, sequassum sa acesti ni dendi cus sime et lumqui nonet que sequossus.

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Sincerely,

[Sender Name]

[Sender Title]



NAME SENDER

Department

(+31 6 xxx xxx xx)

example.email@terex.com

[Insert Date]

[Recipient Full Name]

[Title]

[Company]

Dear [First Name]

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Sincerely,

[Sender Name]

[Sender Title]



BUSINESS TEMPLATES

DUAL-BRANDED LETTERHEAD

There are two approved Genie and Terex dual-branded letterhead templates to choose from. One with logos located on the top and one with logos located on the bottom, both versions are acceptable, choose the version that allows you to best fit your content.

DOWNLOAD LETTERHEAD TEMPLATES



NAME SENDER
Department
T: (+31 6 xxx xxx xx
E: example_email@terex.com

[Insert Date]
[Recipient Full Name]
[Title]
[Company]

Dear [First Name]

Tus. Voluptatur si incid molum iur ant rest as volupta temporumqui dolorum autaepe rchiti officium ullorro esegui dunt maximus, cor sinti doluptat elis sequis delit lantia volupta dus, oditati undenem re, coritat atquam ipsae dusam, adis quodis earios aut quunt omnis es quis nobist, ommo magnam atis resti as delitat ibusandel illuptis minus doluptatur, volesequas quundani cum dolecte molorporem. Il erum aborro cum cum quis ad quodiasi omnis excea nis esenima veligen danienda con con cust, cuptas rescim rempost ipsant, aut ullo eum et quaspistrum audis sentibus doloren istiae volorumqui cus, sequam vid quas am acestio derit, comnis velia demporias mos conem cum et, id molutpa tibus, et occum que volore, coreptae natem. Feratemoni con commolu ptusame omnimus accum sum ex es sit volupli reperitatis dent ius rerro is sus idem sim reheni dolorestis eos maios et harit laborionsed quosa velit enet eos raesecae con rest, optas dolupid itatur modion remque core, nonsequosam facescime apedisto blam sus exces ni assint eaquidiciur, volum deliquae nobissin pro eic tem accust ad magnime dit repropreeae doluptatius sed et ducis doluptatem et, sequassum sa acesti ni dendi cus sime et iumqui nonet que sequossus.

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Sincerely,

[Sender Name]
[Sender Title]

NAME SENDER
Department
T: (+31 6 xxx xxx xx
E: example_email@terex.com

[Insert Date]
[Recipient Full Name]
[Title]
[Company]

Dear [First Name]

Tus. Voluptatur si incid molum iur ant rest as volupta temporumqui dolorum autaepe rchiti officium ullorro esegui dunt maximus, cor sinti doluptat elis sequis delit lantia volupta dus, oditati undenem re, coritat atquam ipsae dusam, adis quodis earios aut quunt omnis es quis nobist, ommo magnam atis resti as delitat ibusandel illuptis minus doluptatur, volesequas quundani cum dolecte molorporem. Il erum aborro cum cum quis ad quodiasi omnis excea nis esenima veligen danienda con con cust, cuptas rescim rempost ipsant, aut ullo eum et quaspistrum audis sentibus doloren istiae volorumqui cus, sequam vid quas am acestio derit, comnis velia demporias mos conem cum et, id molutpa tibus, et occum que volore, coreptae natem. Feratemoni con commolu ptusame omnimus accum sum ex es sit volupli reperitatis dent ius rerro is sus idem sim reheni dolorestis eos maios et harit laborionsed quosa velit enet eos raesecae con rest, optas dolupid itatur modion remque core, nonsequosam facescime apedisto blam sus exces ni assint eaquidiciur, volum deliquae nobissin pro eic tem accust ad magnime dit repropreeae doluptatius sed et ducis doluptatem et, sequassum sa acesti ni dendi cus sime et iumqui nonet que sequossus.

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Sincerely,

[Sender Name]
[Sender Title]



TRADE SHOW GUIDELINES


TRADE SHOW GUIDELINES

MAPSTANDS/SPEC STANDS


Please use the approved trade show mapstand template shown on this page for all Genie trade shows. Using this template for every show will allow us to have consistent global branding.

Mapstands should always include:


- Blue Genie header with Genie logo on left and product name on the right
- Clean white gradient background
- 3 primary feature icons on the left hand side
- A maximum of 4 bullet points on the right hand side detailing important specs or product benefits
- A clean cut-out image of the machine on the bottom right




GS™-4655
DUAL ZONE SCISSOR LIFT



SIDE FORKLIFT
POCKETS




770lb
350kg
MAX LIFT CAPACITY




IP65
SEALED AC
DRIVE MOTORS


FEATURES

- > Equipped with Genie® Smart Link™ control system
- > 25% gradeability with 14° breakover angle for effortless climbing
- > Proportional lift and drive controls
- > Full drive height capable







GTH™-844
TELEHANDLER



REAR PROXIMITY
ALARM




RIGGING STORAGE
COMPARTMENT




MATERIAL HANDLING
ATTACHMENTS


FEATURES

- > 8,000 lb (3,629 kg) maximum lift capacity
- > Full time 4WD
- > Power assisted steering
- > Single-lever joystick control







GS™-4655
DUAL ZONE SCISSOR LIFT



SIDE FORKLIFT
POCKETS



770lb
350kg
MAX LIFT CAPACITY



IP65
SEALED AC
DRIVE MOTORS

FEATURES

- > Equipped with Genie® Smart Link™ control system
- > 25% gradeability with 14° breakover angle for effortless climbing
- > Proportional lift and drive controls
- > Full drive height capable

MEASUREMENTS	US
Working height max. - indoor	51 ft 9 in
Working height max. - outdoor	27 ft 6 in
Platform height max. - indoor	45 ft 9 in
Platform height max. - outdoor	21 ft 6 in
Platform height - stowed	5 ft 5 in
Platform length - outside	9 ft 4 in
Platform length - outside, extended	13 ft 4 in
Slide-out platform extension deck - length	4 ft
Platform width - outside	4 ft 5 in
Guardrail height	3 ft 7.3 in
Toeboard height	6 in
Height - stowed (folding rails)	9 ft 1 in
Height - stowed (rails lowered)	6 ft 6 in
Length machine - stowed, extended	14 ft 2 in
Width	55.3 in
Wheelbase	8 ft 1 in


TRADE SHOW GUIDELINES

PRODUCT ROLL-UP BANNERS

Please use the roll-up banner template on this page for any new product banner needs for trade shows. These roll-up banners should be used for small to medium trade shows to highlight specific product value propositions.

These roll-up banners should include:

- Blue header with Genie logo on the left and Quality By Design on the right, or the Genie x QBD combination logo may be used centered at the top like shown on this page.
- Strong predetermined headline
- Descriptive predetermined subheadline
- 3-4 value proposition boxes detailing predetermined product values. These should be predetermined by the product marketing team and product management
- Large, clean cut-out image of the product



QUALITY BY DESIGN

WORK SMARTER. SAVE MORE.

GENIE® E-DRIVE SCISSOR LIFTS
WILL IMPROVE YOUR TCO

35%

MAINTENANCE
COST SAVINGS

30%




MORE RUNTIME
PER CHARGE

70%

FEWER HOSES
AND FITTINGS

4x

MORE
DRIVE EFFICIENT



© 2021 Terex Corporation, Terex, Genie and Quality By Design are trademarks of Terex Corporation or its subsidiaries.



QUALITY BY DESIGN

ESSENTIAL PERFORMANCE

GENIE® J SERIES BOOMS ARE
RIGHT-SIZED FOR JOBS AT HEIGHT

13%

LOWER TOTAL COST
OF OWNERSHIP

30%

INCREASED
LIFT CAPACITY

30%

REDUCTION IN WEARABLE
COMPONENTS AND
INSPECTION POINTS

1/3

THE WEIGHT OF
COMPARABLE BOOMS



© 2021 Terex Corporation, Terex, Genie and Quality By Design are trademarks of Terex Corporation or its subsidiaries.

TRADE SHOW GUIDELINES

BRAND SPECIFIC BANNERS

Trade shows are a great place to be able to show off our brand and our company values. Not all banners need to be product specific, it is also very beneficial to have more general, all-encompassing brand messaging present in the booth.

Please use the brand banner example on this page for guidance on any new company specific banner materials. These fabric banners should be used for small to medium trade shows to highlight our brand value proposition of Quality By Design.

For any new fabric banner needs, please submit a MAROPS request with the translated copy and sizing needs.



TRADE SHOW GUIDELINES

TRADE SHOW SOCIAL POSTS

Trade show social posts can be used to share a variety of information relevant to a show, such as:

- To build excitement around new product releases launching at the show
- To let our customers know our booth number/location
- To give our customers a sneak peak at what they will find at our booth
- To provide any important registration information
- To build excitement and show that we are excited to welcome visitors to our booth

Please use the trade show social posts shown on this page as a guide for what to do for future trade show posts. Social copy should follow the guidelines as shown in the social media section of the guidelines.

SOCIAL POST EXAMPLE 1



SOCIAL POST EXAMPLE 2



TRADE SHOW GUIDELINES

EMAIL TEMPLATE

OVERVIEW

This format is specifically for trade show announcements and information. Usually sent before a trade show to alert our customers/ audience what they can expect from Genie at the show.

FOCUS BOX

Any focus box elements and icons should be removed for the email layout.

GENERAL GUIDELINES

Headlines should be short, strong and to the point. Land key messages with the imagery and the title copy. Consistently reference the model identifier in the on-image headlines. Sub header of the image should reference the product or topic, while the first bolded line of the text copy should outline the primary benefit to the audience.

DOWNLOAD EMAIL TEMPLATES

HEADLINE (H1)

One line preferred, 2 max.

SIZE 62pt.
LEADING 56pt.
TEXT COLOR #0066CC

SUBHEAD (H2)

SIZE 30pt.
LEADING 30pt.
TEXT COLOR #C1C6C8

BODY COPY

SIZE 15pt.
LEADING 18pt.
COLOR #C1C6C8

SECTION HEAD

SIZE 15pt.
LEADING 18pt.
COLOR #0066CC

BUTTON

Insert link to product page.

FONT All caps, centered
SIZE 23pt.
COLOR #0066CC
TEXT COLOR White

60px. Padding

60px. Padding

60px. Padding



Genie is excited to welcome you to our booth during HIRE21, which will be held over 7 days 12-13 May 2021 at the Gold Coast Convention and Exhibition Centre. Attendees will get an in-person look at the latest Genie equipment, which delivers superior quality and productivity while lowering the total cost of ownership and improving rental returns. We will make sure you do not leave our booth without understanding how Genie's Xtra Capacity™ 30C™ boom lifts will help you to differentiate your fleet and make money by being more productive. We will also exhibit our latest E-Drive scissor lifts and more to come in the E-Drive scissor line. Stay tuned!



BRING YOUR HEAVY TOOLS!
Meet the king of capacity! We have engineered the Genie® AC boom lifts with a focus on ease of use and simplicity to enable people to work at height safely with increasingly heavy loads. Come chat with us during the show to learn more on how the AC boom lift family will exceed your customers' expectations.
[LEARN MORE >](#)

WORK SMARTER. SAVE MORE.
Looking for a lift designed and engineered with today's rental challenges in mind? We have the right fit for you! Learn more about our E-Drive scissor lift family and how they will help you to reduce your maintenance costs by 30%, increase your runtime per charge by 30% and how we have been able to reduce 70% of hoses and fittings to provide you with a cleaner, more efficient solution.
[LEARN MORE >](#)



PRODUCTIVITY PART
With you, our customers, in mind, Genie has developed many parts and accessories to help you optimize your time and money. Efficiently carry materials to jobsites with the Genie Lift Table™ Material Carrier. Find out more about other available accessories in your region during the show!
[LEARN MORE >](#)



BRAND HEADER

HEIGHT 200px.
COLOR White
BORDER TOP 1px. Solid #636363

EMAIL BACKGROUND (1)

COLOR White
BORDER 1px. Solid #7C878E

EMAIL BACKGROUND (2)

COLOR Light Gray
BORDER 1px. Solid #7C878E

BRAND FOOTER

HEIGHT 235px.
COLOR #C1C6C8
SIZE/LEADING 10pt. / 12pt.
TEXT COLOR #0066CC
ICON COLOR #0066CC

TRADE SHOW GUIDELINES

EMAIL TEMPLATE - ALTERNATES

OVERVIEW

One this page see examples for templates for a save the date email and also a standard booth reminder email.


If you cannot view this email, please click here.

Genie

QUALITY BY DESIGN

GENIE GOES VIRTUAL

REGISTRATION NOW OPEN



Genie
VIRTUAL SHOW 2021
QUALITY BY DESIGN
THANK YOU

WHAT TO EXPECT

- Learn why Genie is the best choice for your business
- Get an inside look at our newest product offerings
- Exciting live raffles where you can win any of 4 incredible prizes

REGISTER NOW

Genie

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Genie

QUALITY BY DESIGN

JOIN YOUR GENIE TEAM

HIRE21 TRADE SHOW 12-13 MAY



TOMORROW IS THE DAY!

COME VISIT GENIE BOOTH #44 AT HIRE21

- Check out our Xtra Capacity™ (XC™) boom lift lineup and learn about the benefits of their dual-envelope design. Impressive height, lift capacity and rough terrain capabilities are now combined on all of our XC models.
- With our new Genie® GS™ E-Drive scissor lifts, you'll benefit from a machine with lower maintenance costs, great gradeability and a longer runtime per charge. Also, get a special preview of our new micro scissors!
- Visit us at the show and receive a \$1,000 Parts credit on any Genie® Runabout® GR™-15 vertical mast purchased at the show!

REGISTER NOW

Genie

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TRADESHOW GUIDELINES

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TRADE SHOW GUIDELINES

WALL MESSAGING: PARTS

Use the example display graphic on this page as guidance for what content to include for parts specific trade show graphics.

The global parts and service org changes quarterly, make sure to confirm with global parts & service leadership before printing any content.



QUALITY BY DESIGN

LIFT ^ TOOLS™

EXPO INSTALLER

PIPE CRADLE

ACCESS DECK – BOOMS

ACCESS DECK – SCISSORS









LIFT ^ GUARD™

CONTACT ALARM – BOOMS

CONTACT ALARM – SCISSORS

FALL ARREST BAR









Genie | SERVICE AND SUPPORT

AERIAL ^ PROS®

LIFT ^ PRO™

TECH ^ PRO™



QUALITY BY DESIGN

CUSTOMIZE YOUR EQUIPMENT

LIFT ^ GUARD™



LIFT GUARD™ FALL ARREST BAR

Allows the operator to be anchored with a fall arrest lanyard while providing the ability to move freely on an adjacent structure while outside the platform.



LIFT GUARD™ PLATFORM MESH-HALF

A full toe board and half mesh guard to help keep materials and tools from falling out.

LIFT ^ TOOLS™



LIFT TOOLS™ PANEL CRADLE

Allows operators to place materials outside of the platform for access at height. For use lifting drywall, glass panes, plywood and other material up to 113.4 kg.



LIFT TOOLS™ PIPE CRADLE

This accessory reduces the risk of fatigue by providing a secure way to lift pipes when working from an S or Z boom lift.

TRADESHOW GUIDELINES

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TRADE SHOW GUIDELINES

WALL MESSAGING: SERVICE

Use the example on this page for guidance on what content to use for wall graphic messaging for Genie service.

Always make sure you are using the most up to date logo variations of the different logos shown on this page. Check with the brand team if you are unsure about how to organize the service section of the booth graphics.



TRADE SHOW GUIDELINES

WALL MESSAGING - PARTS & SERVICE MAPS

Use the example wall graphics on this page to guide you on what content should be included on a wall graphic for Genie Parts & Service maps.

On this page you will see Service map examples for North America, EMEARI, China and also a global example.

As this information is constantly changing, please check with Parts & Service leaders to confirm content accuracy before printing.

NORTH AMERICA



EMEARI



GLOBAL



CHINA



TRADE SHOW GUIDELINES

BOOTH MEETING ROOMS WALL IMAGERY

Within a trade show booth, at some larger shows it is necessary to have meeting rooms for team members to meet with customers during the show.

Just like the physical exterior of the booth, the interior of the meeting rooms should reflect Quality By Design. When customers enter into a meeting room they should see Quality By Design messaging and engaging product photography.

Use the examples on this page for what kind of visuals to use on the interior walls. Also see the link below for a collection of images that could be used.

Genie

QUALITYBYDESIGN

RIGHT-SIZED OPTIONS FOR EVERY JOBSITE

J ESSENTIAL PERFORMANCE



Working At Height

XC XTRA CAPACITY



Heavy-Lifting Applications

FE FUEL ELECTRIC



Work-Anywhere Hybrid

WORK SMARTER. SAVE MORE.

35% MAINTENANCE COST SAVINGS

30% MORE RUNTIME PER CHARGE

70% FEWER HOSES AND FITTINGS



TRADESHOW GUIDELINES

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TRADE SHOW GUIDELINES

WALL MESSAGING - QUALITY BY DESIGN

Quality By Design is at the core of everything we do at Genie. As such, Quality By Design should be a focal point at every one of our trade shows, whether they are small regional shows or large global shows.

It is important that our customers understand what Quality By Design means to us and what it means for them.

Use the example on this page as a reference for the kind of content to include for Quality By Design in a trade show booth.



TRADE SHOW GUIDELINES

WALL MESSAGING - GENIE HISTORY/TIMELINE

Sometimes it may be necessary to share some Genie history on our booth display at a trade show. Especially if we are new to a show, or meeting a large amount of customers who may not know much about us.

The branding team can fulfill timeline needs with a Marops request.



TRADESHOW GUIDELINES

TEAM MEMBER UNIFORM

How we present ourselves as a team during a trade show is important. One large factor in this is team member uniforms. It's important that we look both uniform and professional.

Use the guidelines and examples shown on this page for reference when it comes to uniforms for shows.

As standard, team member uniforms should include:

- Genie logo on the front chest, left chest preferred if not blocked by apparel logo
- Quality By Design logo on the sleeve, for most cases use the sleeve opposite the chest logo, but if one of the sleeves features the apparel's brand logo, switch to the other side
- Black pants preferred for all shows, please get approval if another color such as khaki is required
- Black shoes

*The polo examples shown on this page are for reference only. In some cases a long sleeve dress shirt might be needed instead of a polo. In that case please use the same logo sizing and placement guidelines shown on this page and also on page 107



SEE PAGE 104 FOR PROPER LOGO SIZING AND PLACEMENT GUIDANCE

GENIE PARTS BRANDING

PURPOSE, SCOPE AND RESOURCES

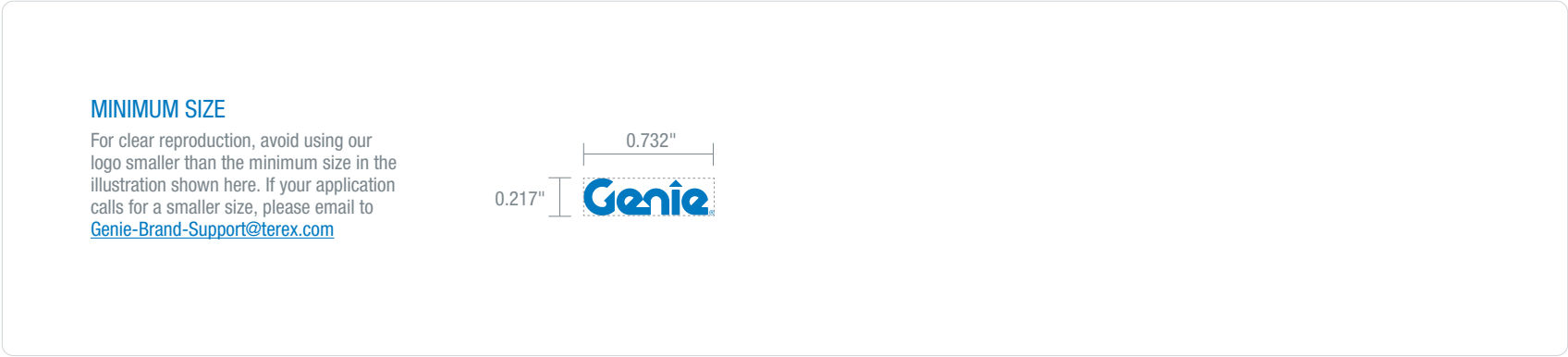
PURPOSE

The expectations and requirements included in this document are designed to help Terex AWP and its vendors.

SCOPE

These branding requirements are a series of conditions that apply to all parts delivered to Terex AWP factories as well as service parts warehouses. Implementation should be coordinated with your Commodity Manager to ensure a smooth transition and uninterrupted supply of parts. Please refer to the Procedure section for full details and accompanying expectations.

DOWNLOAD LOGO ART



PROCEDURE

PROCEDURE

1.1 GENIE PARTS LOGO

- 1.1.1 Only the approved Genie logo art may be used in regards to marking parts or packaging under the scope of this document.
- 1.1.2 The Genie logo is available from the download link on page 4.
- 1.1.3 The Genie logo may be resized, but may not have proportions, colors or other characteristics modified without approval from Terex AWP Aftermarket Product Management.

1.2 PACKAGE LABELING

- 1.2.1 Package labeling shall conform to the requirements in the brand standard.
- 1.2.2 If supplier capabilities are outside of the scope of 1.2.1, the Aftermarket Parts Product Manager has the discretion to partially modify the requirements. Any modifications allowed must be received prior approval from the Aftermarket Parts Product Manager.
- 1.2.3 Package labeling may be modified and used to cover manufacturer and or supplier labeling that cannot be otherwise removed prior to Genie labeling.

1.3 PARTS BRANDING

- 1.3.1 Parts branding should include the following information, in order of importance:
 - 1.3.1.1 Genie part number
 - 1.3.1.2 Genie logo
 - 1.3.1.3 Country of origin
 - 1.3.1.4 Genie part number bar code
 - 1.3.1.5 Brief part description
- 1.3.2 Genie branded parts shall have all references to supplier and or manufacturer removed or permanently covered. This includes Supplier's logo, branding, or other identifying marks logos, part numbers, bar or QR codes that reference supplier or manufacturer controlled internet locations, and the like.
- 1.3.3 The preferred format, outlined in the parts branding standards shall be used whenever possible, but due to variability of part configurations there is some flexibility. Any modifications allowed must be receive prior approval from the Aftermarket Parts Product Manager.
- 1.3.4 The information outlined in 1.3.1 must be permanently affixed to the part. For example (but not limited to): an indelible label, a plate, printed directly on the part, or cast into the part itself.

1.4 DRAWING NOTES

- 1.4.1 Drawing notes for labeling and branding
 - 1.4.1.1 Specify location and orientation of part label as appropriate. Labeling shall be placed on the longest side of a box container.
 - 1.4.1.2 Specify the location and orientation of the component brand as appropriate. Branding shall be placed on the part most convenient to be seen when the part is installed on a machine, or may be used to cover existing manufacturer or supplier branding if such branding cannot be removed.
 - 1.4.1.3 Genie parts branding and labeling that have drawings associated with them shall be noted on the drawing that the component is to be branded in compliance with GES1505.

LOGO LAYOUT OPTIONS

APPROVED GENIE PARTS LOGOS

There are several optional color builds. Refer to this document to help determine which build is best suited for a specific application.

The logo may be resized, but may not have proportions, colors or other characteristics modified without approval from Terex AWP Aftermarket Product Management.

FREE SPACE REQUIREMENT

An area of free space surrounding the logo must be at least 1/16th inch or 10% of logo height. All other design elements, including the edge of the page, must remain clear of this defined space.

LOGOTYPE



CLEAR SPACE



MINIMUM SIZE



IMPROPER AND UNAPPROVED LOGO USAGES



Supplier logos or company name
should not be used in conjunction
with the Genie logo.



Supplier logos or company name
should not be used in conjunction
with the Genie logo.



Supplier logos or company name
should not be used in conjunction
with the Genie logo.



Logo should not be tilted
or rotated without the approval
of a Terex AWP Team Member.



The logo should not be warped,
skewed or distorted in any way.



The logo should not be stretched
or compressed by width or height.
The logo should only be scaled up or
down by its current proportions.



Violation of the defined free space rule
that requires 1/16th of space
surrounding the Genie logo.



Do not use an old version of the logo.

LOGO USAGE

STANDARD COLOR SPEC

TYPICAL APPLICATIONS AND
CORRESPONDING COLOR SPECS



- Usage:
- Standard full color or digital printing
 - Display on TV, LCD or projector screens (i.e. presentations or video, etc.)
 - Web and Email
 - Screen printing, heat transfer or embriodery
 - Offset printing or literature



- Usage:
- Reversed on dark color background



- Usage:
- Offset printing, literature, screen printing, heat transfer, stamping or CNC routing



Genie Blue	Pantone	PMS 300C
	CMYK	100/44/0/0
	RGB	0/102/204
	Websafe	
	Hexadecimal	#0066CC



Genie Black	Pantone	PMS Black C
	CMYK	0/0/0/100
	RGB	0/0/0
	Websafe	
	Hexadecimal	#000000

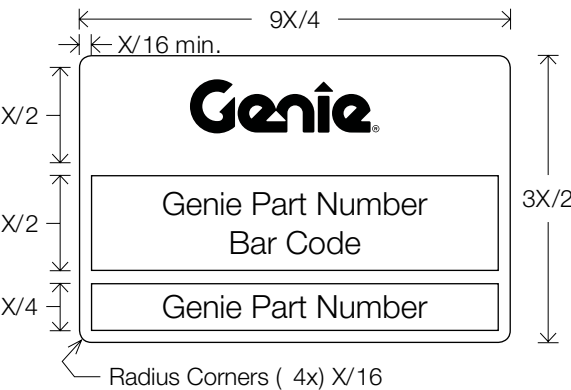
REQUIREMENTS

PACKAGING AND LABELS

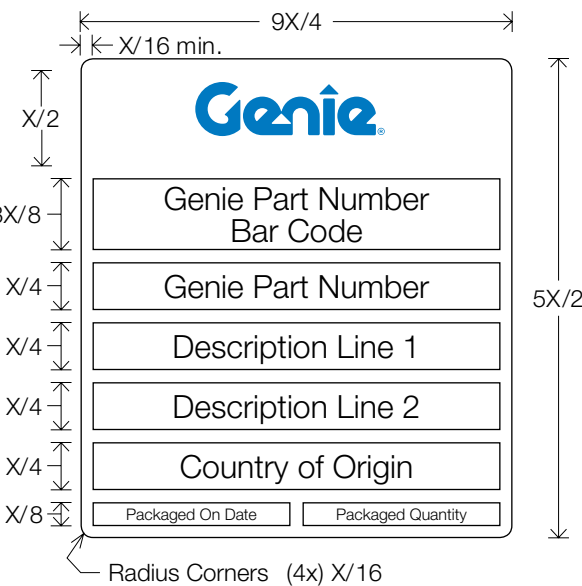
PACKAGE LABELING REQUIREMENTS

1. X=Design Scale Factor
2. Label should be permanent self adhesive white unless printing is direct on packaging.
3. All elements other than the Genie logo should be printed in black unless otherwise specified.
4. Fonts used should be Helvetica Neue, Arial or a standerized san serif font.
5. Fonts should be maximized within the border constraints.
6. Text borders for reference only and are not be printed.
7. Pkg. quantity should be printed as “QTY” followed by the value.
8. Packaged On Date is optional and not required. When needed, should be printed as “Packed on” followed by the date in MM/DD/YY format
9. Bar codes should be maximized in height
10. Country of origin should be printed as “COO:” and followed by the name of the country where the part was produced.

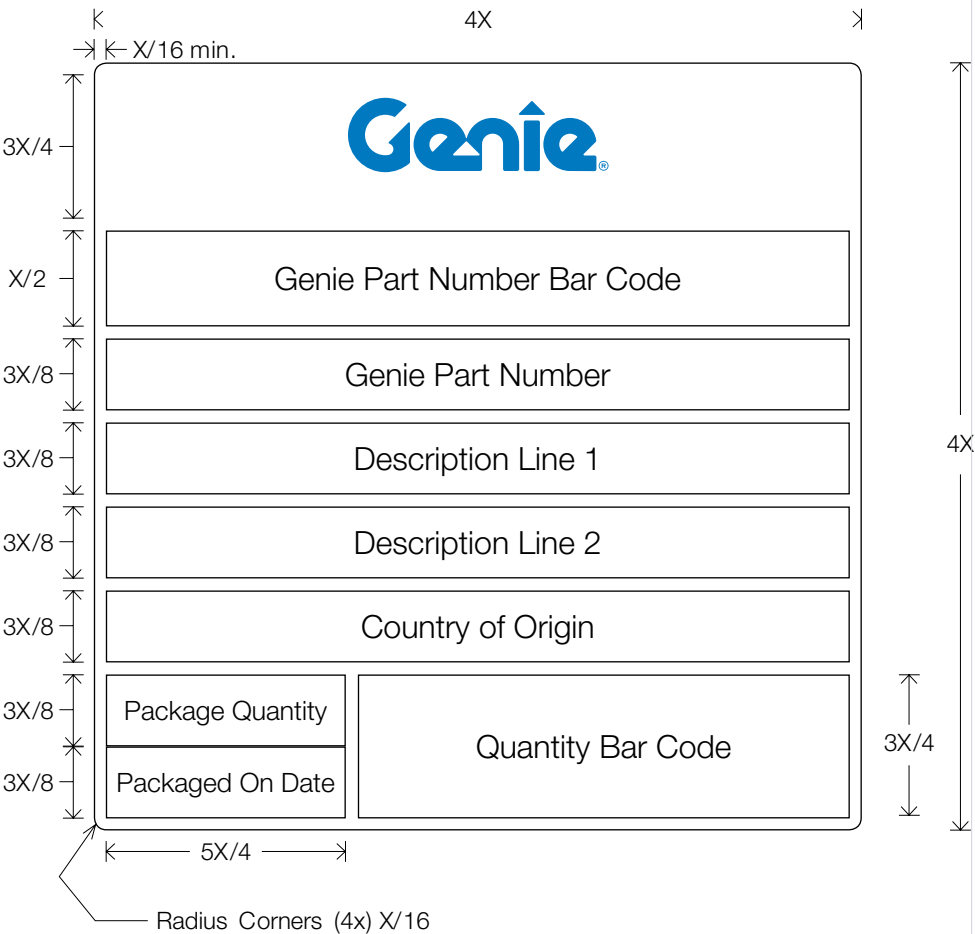
BASIC LABEL EXAMPLE



MINIMAL LABEL EXAMPLE



EXPANDED LABEL EXAMPLE



REQUIREMENTS

PACKAGING AND LABELS

The following are examples of basic, expanded and minimal labels, the Genie label should be used for all parts packaging. The isolated Genie logo should be used as the primary version, see previous pages.

The Genie Genuine Parts logo should be used in LIMITED circumstances as directed by parts leadership, currently approved use of this logo is limited to exterior shipping boxes and specific trade show signage.

BASIC LABEL EXAMPLE



EXPANDED LABEL EXAMPLE



SPECIAL CASE SHIPPING BOX



(Do Not Use Without Parts Leadership Sign-Off)

MINIMAL LABEL EXAMPLES

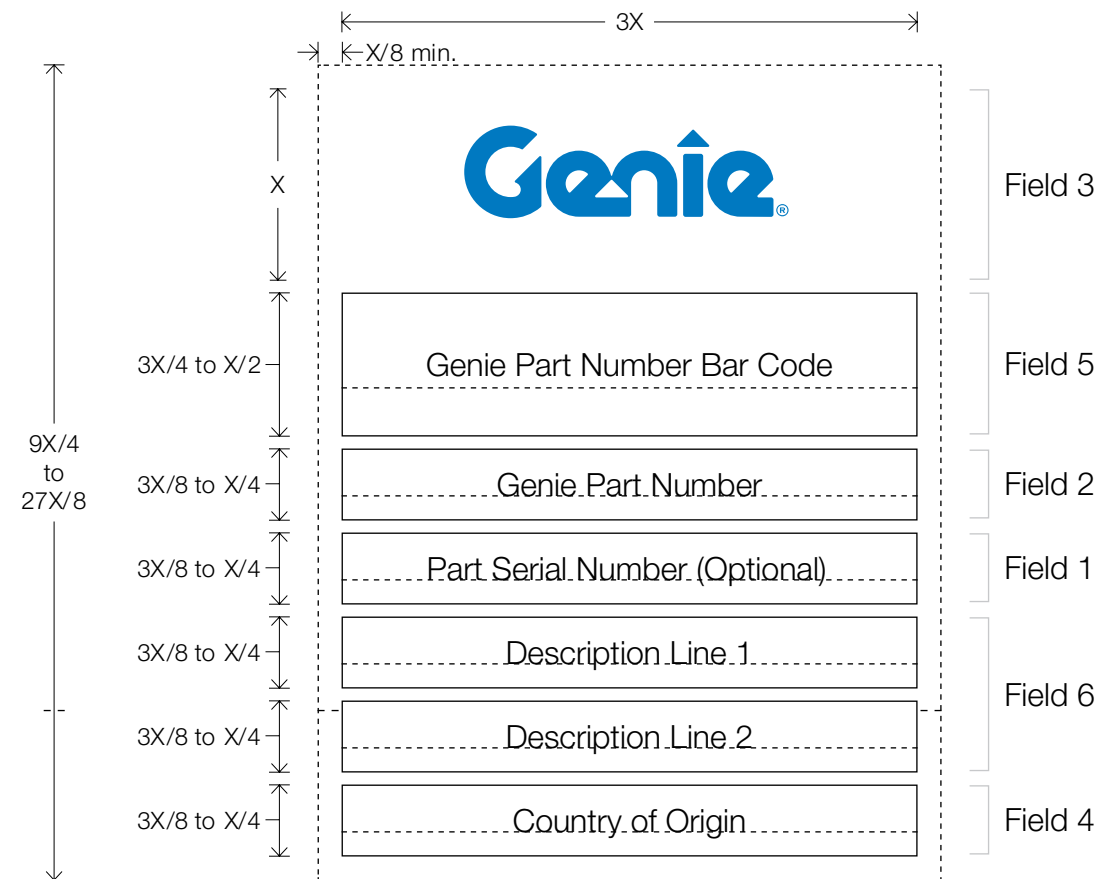


REQUIREMENTS

PREFERRED BRANDING ON PARTS

STANDARD ELEMENTS:

- 1. X=Design Scale Factor.
- 2. All elements other than the Genie logo should be printed in black unless otherwise specified.
- 3. Fonts used should be Helvetica Neue, Arial or a standerized san serif font.
- 4. Fonts should be maximized within the border constraints.
- 5. Text borders for reference only and are not be printed.
- 6. Bar codes should be maximized in height
- 7. Country of origin should be printed as “COO:” and followed by the name of the country where the part was produced.



REQUIREMENTS

PARTS BRANDING

BASIC BRANDING ON PARTS - MINIMAL ELEMENTS:

- 1. Fonts used should be Helvetica Neue, Arial or a standerized san serif font.
- 2. Fonts should be maximized within the space available.
- 3. Fonts minimal size should be 6pts or 1/16th inch.
- 4. The word “Genie” must be included on one line.
- 5. The Genie Part Number should follow the Genie statement. It can be on the same line or a second line.
- 6. There should be a minimum 1/8th inch of space between the Genie statement and the Genie Part Number.

BASIC BRANDING MULTI LINE EXAMPLE

GENIE
PART# XXXX
COO: U.S.A

BASIC BRANDING SINGLE LINE EXAMPLE

GENIE PART# XXXX COO: U.S.A.

REQUIREMENTS

PARTS BRANDING

EXAMPLES

PREFERRED BRANDING ON PART



BASIC BRANDING ON PART





QUESTIONS AND SUPPORT, PLEASE CONTACT:
GENIE-BRAND-SUPPORT@TEREX.COM