

Genano

How to take care
of Genano brand



Images and
additional info available:
marketing@genano.com

Don't hesitate to
contact us!

Content

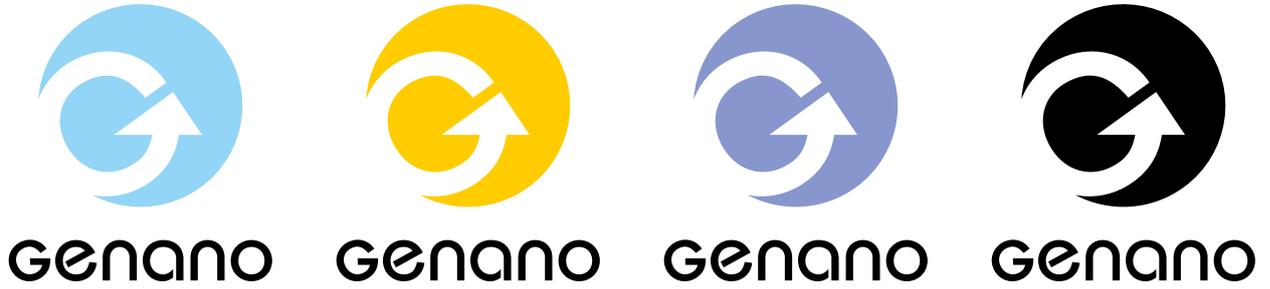
Positive and negative logos	3
Protected area around logos	4
Limitations for usage of logo	5
Brand colours	6
Fonts and typography	7
Images	8
Business Cards	9
Other	9
Brochures	10
Datasheets	11
Brand image in Business Gifts	12
Physical Evidence and Trade Shows	14

Positive and negative logos

See colours on on page Z!

The logo can be used either positive or negative.

COLOURED POSITIVE



- A Genano logo can be used in
- light blue
 - yellow or
 - light purple

NEGATIVE LOGO IS USED WHITE ONLY



BLACK/WHITE POSITIVE LOGO



Protected area around logos

The minimum clear space around the signature is determined as shown below.

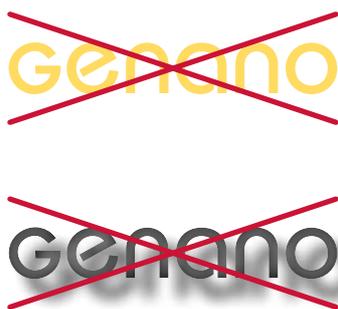


Limitations for usage of logo

Do not alter the typographic proportions. Don't stretch, skew or rotate the logo.



Don't add colours out of the determined ones. Don't add any effects on the logo.



Ensure sufficient contrast between a logo and a background.



Brand colours

COLOURS FOR GENANO BUSINESS UNITS



GENANO

LIGHT BLUE

Healthcare

SPOT Pantone PMS 2905

CMYK 45/0/0/0

RGB 147/213/246

#93D5F6



GENANO SOLUTIONS

ORANGE

Industrial

SPOT Pantone PMS 716

CMYK 0/67/100/5

RGB 228/119/7

#E46A04



GENANO SOLUTIONS

DARK PURPLE

VOC

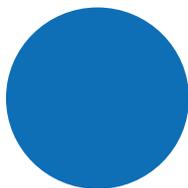
SPOT Pantone PMS Violet

CMYK 88/100/0/0

RGB 76/38/131

#4C2683

ADDITIONAL COLOUR



DARK BLUE

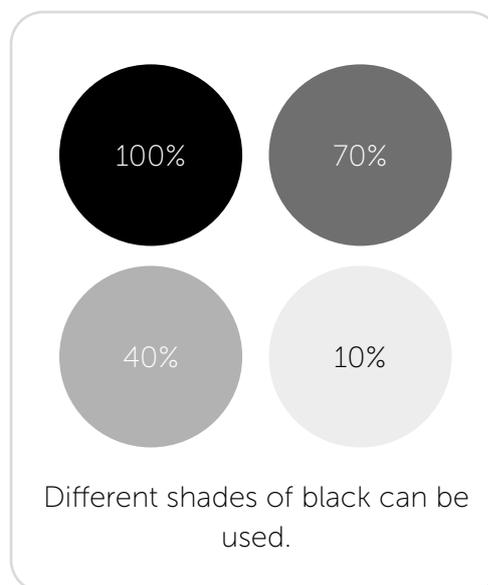
SPOT Pantone PMS 285

CMYK 87/51/0/0

RGB 14/110/182

#096DB6

For use as a highlight colour in marketing materials, for example in headlines, background color for banners etc.



Fonts and typography

Museo Sans with different cuts is a font is used in Genano materials.

Main Headline: Museo Sans 100

Lorem ipsum

Ingressi: Museo Sans 300 Italic

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua.

Body Text: Museo Sans 100

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt

Highlights in a text:
Museo Sans 700,
black or coloured.

ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodi consequat.

Second Headline:

Museo Sans 100

Can be bold or coloured.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua*. Ut enim ad minim veniam.

Reference:

Museo Sans 100 Italic

* Wall mounting available as additional option.

If Museo Sans font is not available,
Verdana font is used.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua.

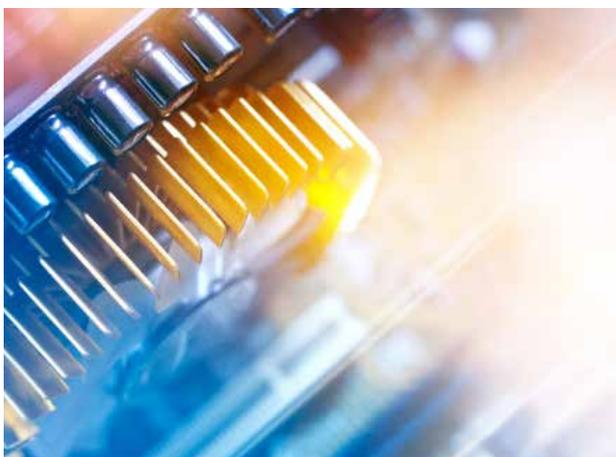
Images

Images used in Genano material, are **fresh**, and **clean**.

Images should be of a high quality. Only **colour** images are used.

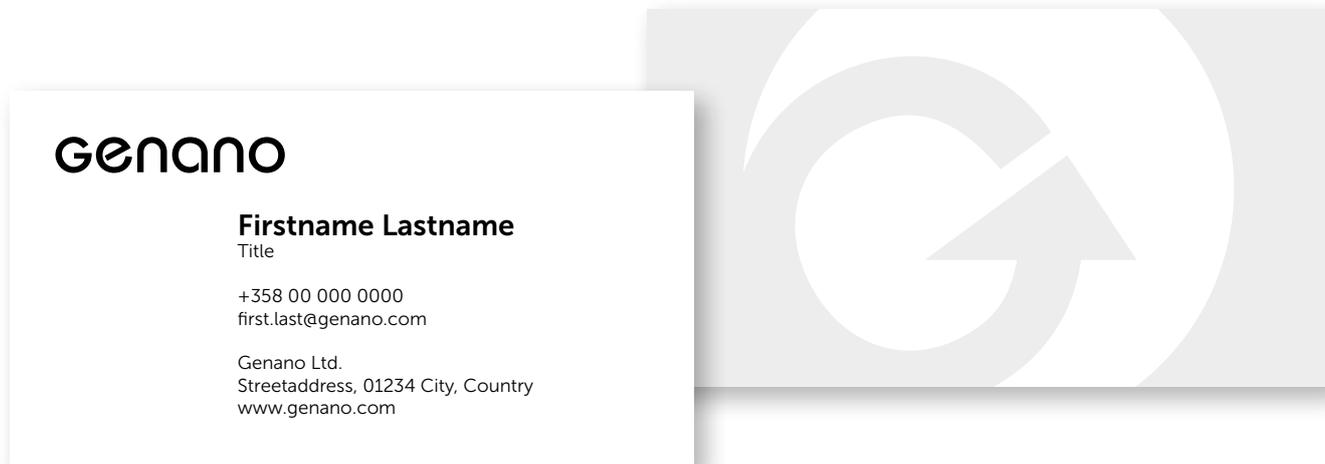
When referred to Indoor Air Quality, **indoor images** are used. Images with lot of details should be avoided, and simple images with **focus on one detail** are recommended.

Images of **pure nature** can be used when referred to origins of Genano – inspired by **The Nordic Purity**.

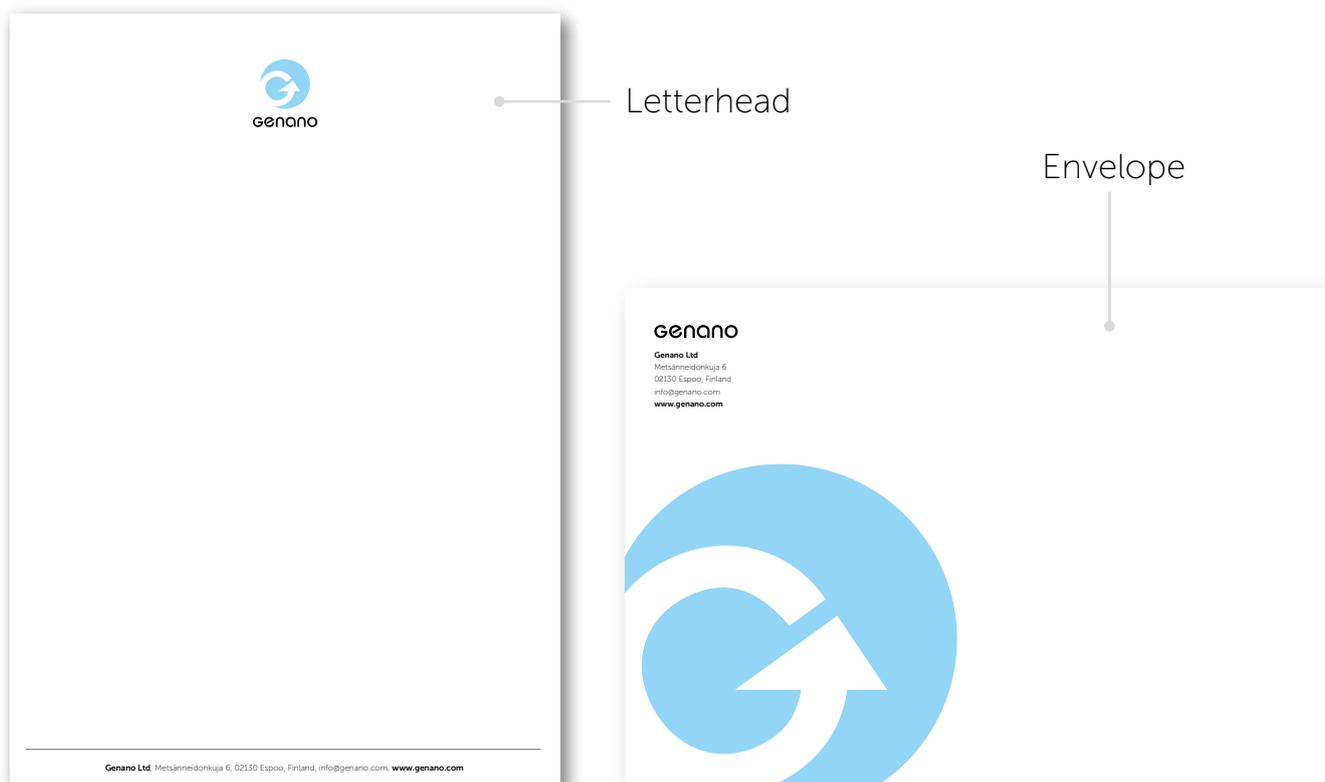


Business cards

Business Cards and other corporate identity material can be printed with one or several colours.



Other



Datasheets



Genano® 350

Efficient and compact Air Decontamination Device for patient rooms, examination rooms, dentist's practices and offices. Requires very small floor space, and has a wall-mounting option.

Technical information	Genano® 350
Cleaning capacity	max. ~300 m ³ /h
Cleaning efficiency	> 99% of 0.1 µm particles
Dimensions (W x H x D)	30 x 90 x 37 cm
Weight	17 kg
Material	Aluminium
Installation	Stand-alone, wheels*
Fan speed	10 step speed control
Power consumption	Max 55 W
Sound level	24...56 dB(A) 3m (80...300 m ³ /h)
Rated voltage	230 Vac / 50 Hz
Usage temperature	+5...+40 °C



* Wall bracket available as an accessory.

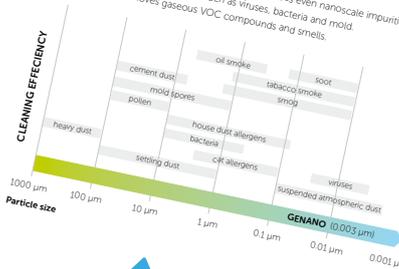
Read more about our services and solutions: genano.com

Genano – Pure Air. Nothing Else.

Genano-technology

– Patented nanoscale cleaning method

Genano's patented Non-Thermal Plasma Technology removes even nanoscale impurities. The method eliminates organic microbes, such as viruses, bacteria and mold. In addition, the method removes gaseous VOC compounds and smells.



The graph plots Cleaning Efficiency (0 to 100%) against Particle size (1000 µm to 0.001 µm). Various pollutants are shown as horizontal bars: heavy dust, cement dust, pollen, mold spores, oil smoke, tobacco smoke, smog, house dust allergens, bacteria, setting dust, ckt allergens, suspended atmospheric dust, and viruses. Genano's technology is shown as a bar extending from 1000 µm down to 0.003 µm with 100% efficiency.



- 1 Contaminated air is led inside the unit.
- 2 Particles are ionised in a powerful corona discharge.
- 3 The ionised particles are attached to the collection tube. Microbes are destroyed with electric shock.
- 4 Next, the air is led to active carbon collector which effectively removes ozone, VOC-gases and odours.

Outcoming ultra-pure air is completely free from particles of all sizes, microbes, bacteria and viruses, and harmful gaseous compounds.

The only changeable part is the active carbon filter.

Genano – Pure Air. Nothing Else.



Genano® 5250M/5250A

Genano air decontamination unit with superior cleaning capacity for spaces with high contamination risk. It is suited for cleanrooms, such as laboratories or isolation rooms. The air decontamination unit is also created for R&D production areas, where ultrapure air is required.

Technical information	Genano® 5250M/A
Cleaning capacity	max. 500 m ³ /h
Particle size resistance	> 0,003 µm
Cleaning efficiency	99,5 %
Gas removal	Included 1050 g activated carbon, 60 mm
Dimensions (W x H x D)	600 x 1680 x 600 mm
Weight	91 kg
Chassis	Painted steel
Installation	Mobile
Fan speed	M: 3 speed options (200, 350 and 500 m ³) A: Stepless adjustment (200-500m ³ /h)
Power consumption	M: 50-150 W A: 60-130 W
Sound level	25-42 dbA
Operating voltage	198-264 V, 50/60 Hz
Usage temperature	+5...+60 °C



5250A has a user-friendly touch screen and possibility for weekly programming.

• Additional adaptor kit available for creating spaces with negative / positive air pressure.
• The Genano 5250 can be easily connected to the existing air ventilation inlet / outlet.
• The automatic cleaning function can be switched off in critical areas.

Read more about our services and solutions: genano.com

Genano – Pure Air. Nothing Else.

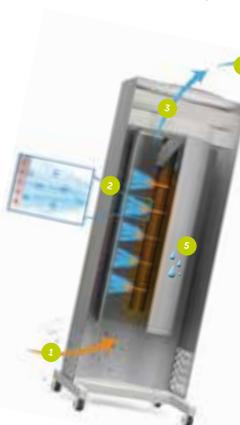
Genano technology

– Patented nanoscale cleaning method

Genano's patented electric air purification method purifies indoor air even of nanoscale impurities. The method eliminates organic microbes, such as viruses, bacteria and mold. In addition, the method removes dangerous VOCs and smells.



The graph plots Cleaning Method against Particle size (11 µm to 0.001 µm). F3, F6, and F7 cover up to 11 µm. HEPA covers up to 0.3 µm. ULPA covers up to 0.01 µm. Genano's technology covers up to 0.001 µm.



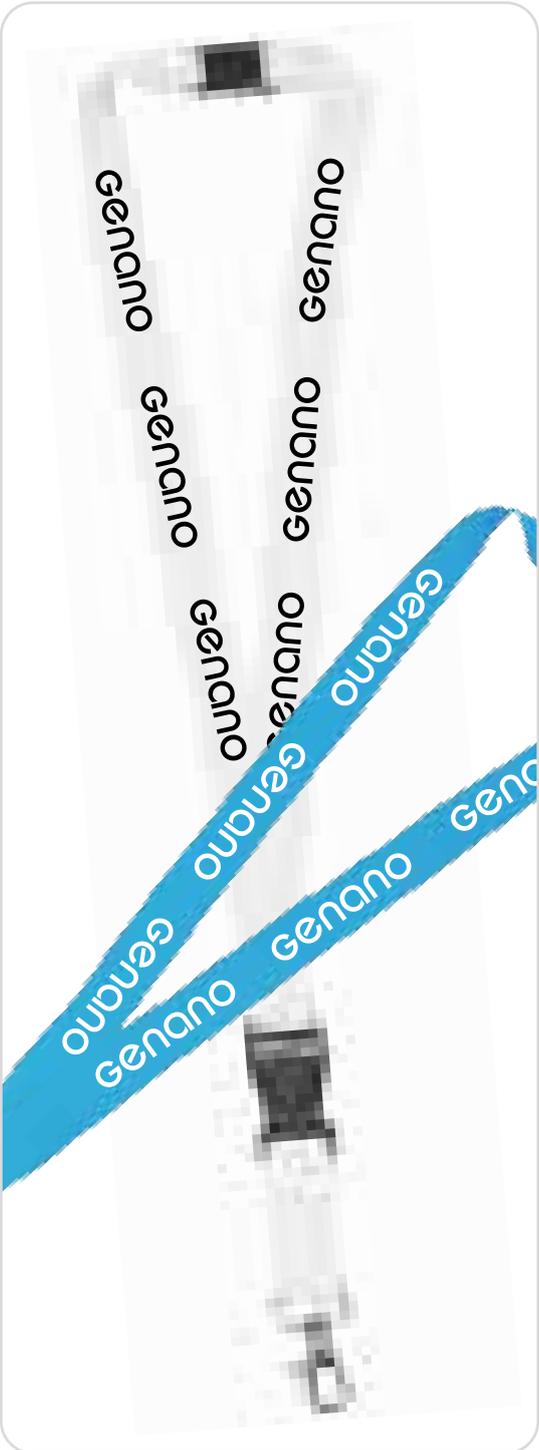
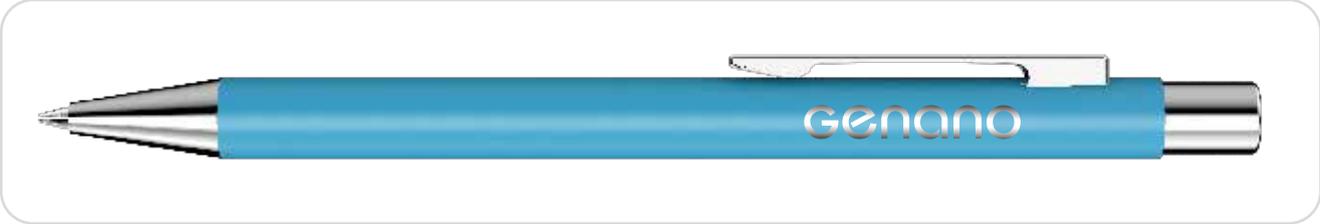
- 1 Contaminated air is led inside the unit.
- 2 Particles are charged negatively in a powerful corona discharge.
- 3 The negatively charged particles are attached to the positive collection chamber. Organic microbes are destroyed with electrical shocks.
- 4 Finally, the air is led to active carbon collector which effectively removes VOC-gases and odours.
- 5 Outcoming ultra pure air is completely free from particles of all sizes, microbes, and harmful gases and chemicals.

The units have automatic washing function which reduced the need for maintenance and keep the cleaning efficiency high at all times.

Genano – Pure Air. Nothing Else.

Brand image in business gifts

Business gifts should be selected according to brand colours, if possible.



Physical evidence & Trade Shows

In roll-up and banners the message should be clearly visible and not crowded. Labels can be used paired with an image, logo.. *Jotain selitystä tähän*

Signage, facades and company's cars follow the brand identity.



The text logo can be used separately from logo sign.





Genano

Metsänneidonkuja 6
02130 Espoo, Finland
info@genano.com
www.genano.com