



BRANDBOOK

may 2026

INTRODUCTION

These brand guidelines ensure a clear and consistent representation of Norwegian Red across all touchpoints. Norwegian Red is the primary brand, with Geno as the supporting organization.

These guidelines also provide practical direction on how the brand should look, sound, and be applied, ensuring recognition, credibility, and consistency. The updated visual identity builds on existing equity rather than replacing it. Color and core visual elements remain closely aligned with the previous identity, preserving recognition and trust while refining the system for clearer use and long-term consistency. This approach ensures continuity, not disruption.

Consistency is critical for efficiency, credibility, and brand recognition over time. By following these guidelines, we strengthen Norwegian Red's position, clarify the role of Geno, and ensure that all communication supports proven performance and a farmer-first reality.

BRANDSTORY

When you walk around on a Norwegian farm at sunrise, you feel something special. The air you breathe is clear. The land you walk on is powerful. And in the barn you walk towards there is an animal that represents generations of work, care and belief: it's Norwegian Red.

This breed was never built overnight. It grew the same way a strong tree grows, rooted in the farmer's reality, strengthened by knowledge, and shaped by people who believe that progress must always serve the farmer first. In every decision we make, every improvement we pursue and every promise we deliver we have that simple focus: the farmer.

From those roots the branches of our strategy grow. We aim for excellence in production and availability, ensuring that the genetics farmers rely on, are always there when needed. We strive for excellence in product and portfolio development, constantly improving the strength, health and productivity of our animals.

We build excellence in sales, in branding and marketing, and in our organization and people, because great genetics also need great teams behind them. But we know that promises alone are not enough. In Norwegian agriculture, words must be proven in the barn, in the milk tank, and in the farmer's results. That is why we believe in proof over promise, powered by smart digitalization and a deep understanding of the farmer's daily work.

We believe in how we work together. We challenge each other, inspire each other and hold ourselves accountable. Because together, we are always stronger.



PRIMARY LOGO



A premium, future-proof logo with a subtle reference to the colours of the Norwegian flag. The logo is modern and minimalist, reflecting clarity, confidence and timeless Scandinavian design.

The icon tells the story at a glance. The letter N is tilted and shaped into a stylised bull's head, captured within a bold red square. It expresses strength, resilience and confidence; the essence of Norwegian Red.

The logotype is based on a custom-designed typeface, created specifically for Norwegian Red. This typography reinforces the brand's unique identity and ensures a distinctive, recognisable appearance across all applications.

In all marketing communication The primary Norwegian Red logo is presented.

A dedicated set of logos is available.

Primary logo use (Norwegian Red only):

- All farmer-facing materials (ads, brochures, social media, campaigns)
- Semen packaging and product-related visuals
- Trade fairs and booth branding
- Testimonials, case studies, and video content
- Distributor-facing sales materials
- Merchandise

ENDORSED LOGO



Endorsed logo

In official Geno corporate communication The Norwegian Red logo is presented with the endorsement “a Geno brand”, positioned as a fixed element beneath the logo.

A dedicated set of logos with endorsement is available.

Endorsed logo use:

- Corporate presentations
- Quarterly newsletter
- Website
- Technical documentation and R&D communication
- Press releases and formal announcements
- Partnership or institutional contexts
- Closing frames for videos and PowerPoint presentations

LOGO VARIATIONS

The primary Norwegian Red logo is the default and must be used in all standard applications. Secondary logo versions are only used when the primary logo does not fit due to format or space limitations.

Centered version

Use only when the icon needs to stand out. (e.g. on caps or merchandise).

Compact version

Use only at small sizes or when the logo is placed in confined areas (e.g. labels, corners, social avatars), where the primary logo becomes unreadable.

Do not use secondary versions for stylistic preference.

Always use the primary logo unless there is a clear functional limitation.



Primary logo (full colour and reversed) | The minimum size of the logo is 40 mm in width.



Secondary logo | Centered version

Secondary logo | Compact version

LOGO SYSTEM

The Norwegian Red logo is designed for clarity and impact across all applications. The full-colour and reversed (diapositive) versions are preferred, ensuring strong contrast on both light and dark backgrounds.

Black and grey versions are only used where colour application is not possible or practical. Always select the version that provides the best visibility in its context.

The Norwegian Red logo is available in AI, JPG, PNG and SVG formats. AI files are vector files intended for print and other graphic applications. JPG, PNG and SVG are optimised for digital use on screen, such as presentations and web.

The logo is available in full colour (CMYK), RGB and Pantone, ensuring consistency across all media.



LOGO SAFETETY AREA

To ensure clarity and impact, a clear space must always surround the Norwegian Red logo. This space defines the minimum distance to other elements. When placing the logo near the edge of a format, this distance also applies as the minimum margin.

The minimum clear space (N) is defined by the width of the “N” in the logotype. This rule applies to all logo versions.

Note: This is the minimum requirement, more space is always preferred.

Scaling

The logo must always be scaled proportionally. Do not stretch or distort the logo.

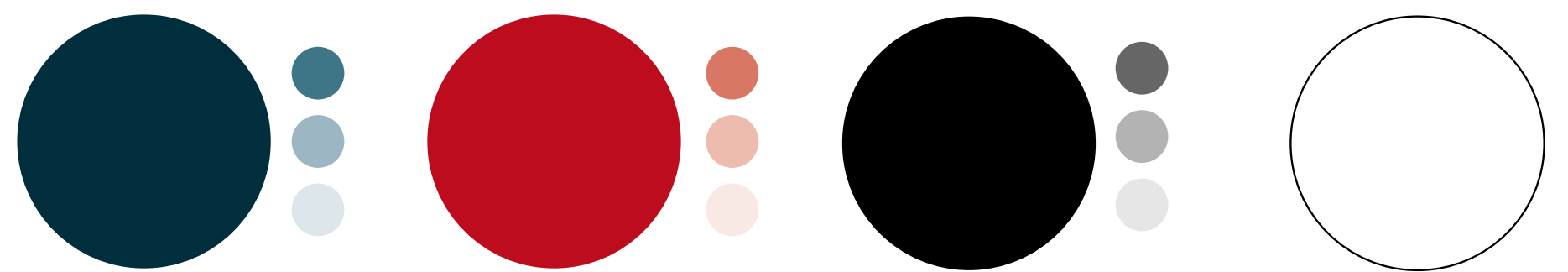


COLOURS

The red and dark blue colours originate from the logo and form the core of the visual identity. These primary colours should lead in all main expressions of the brand.

Colour variations may be created by applying tints of the primary colours, for example at 10%, 30% and 60%. These lighter tones are particularly suitable for text boxes, backgrounds and other applications where a more subtle and refined use of colour is desired.

Primary colours



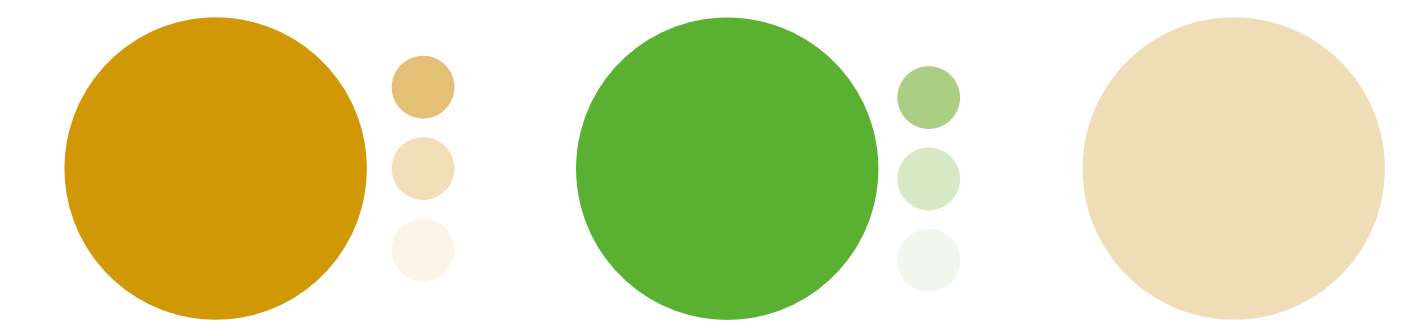
Dark blue
CMYK 100/11/20/82
RGB 0/46/61
HEX #002e3d
PMS 547

Red
CMYK 0/100/87/22
RGB 189/12/29
HEX #bd0c1d
PMS 7621

Black
cmyk 0/0/0/100
rgb 0/0/0
HEX #000000
Pantone Process Black

White
CMYK 90/12/95/40
RGB 255/255/255
HEX #ffffff

Secondary colours



Amber Oker
CMYK 0/33/95/22
RGB 200/134/10
HEX #c8860a
PMS 7550

Green
CMYK 68/0/100/0
RGB 90/176/49
HEX #5AB031
PMS 369

Sand
CMYK 0/8/30/9
RGB 232/213/163
HEX #e8d5a3
PMS 7500

TYPOGRAPHY

Montserrat is the designated profile font and should be used consistently across all marketing and commercial applications. The full Montserrat font family may be used, allowing flexibility in hierarchy and expression. The preferred weights are Light, Regular, **Medium** and **Bold**. Montserrat is a free Google Font and can be downloaded via fonts.google.com and installed locally. The font should be applied in all external and professionally produced printed and digital materials, including websites, social media, advertisements, brochures and other communication assets developed by agencies, publishers or design professionals. For Office surroundings The Arial is used, because of standard availability on every computer.

Profile font

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Office font

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

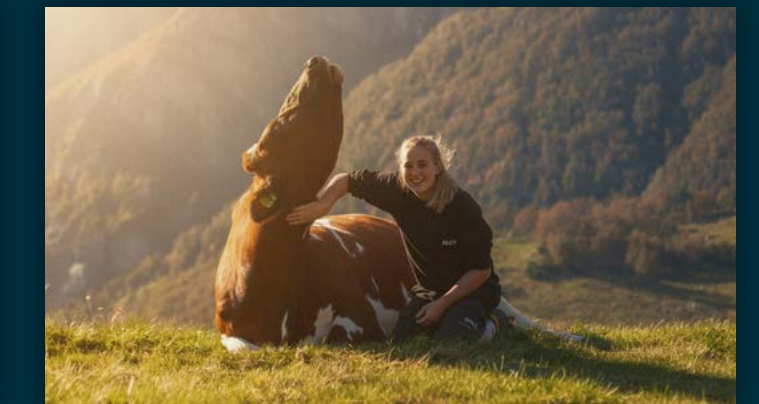
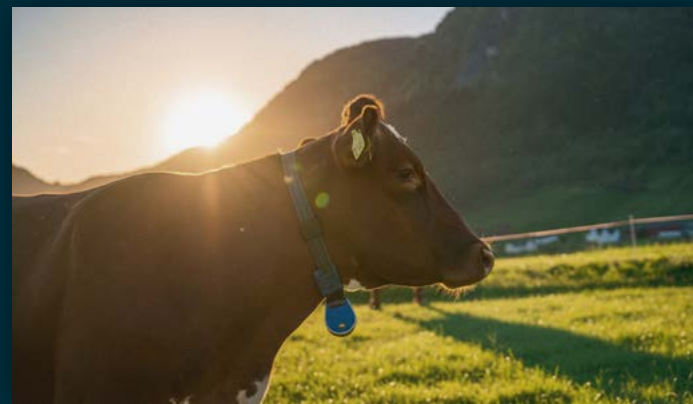
Office font Arial

Arial may be used in self-produced materials such as template-based internal productions of letters, reports and Power Point presentations, or only in cases in which Montserrat is not available.

PHOTOGRAPHY

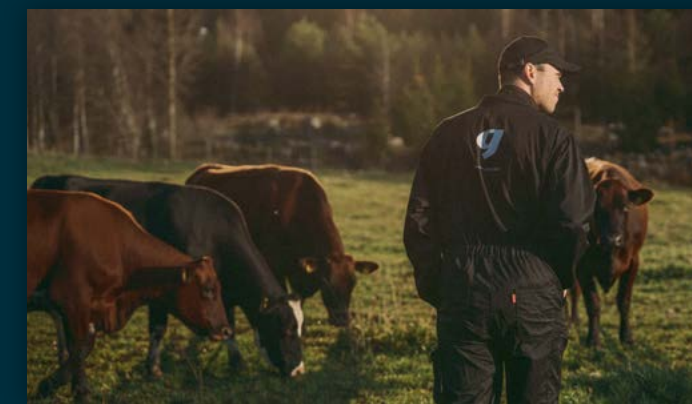
Series 1 - Animal & landscape

The Norwegian Red is always at the center — portrayed as a **proud, robust and almost heroic presence in its natural environment**. Low angles, strong contrast and dramatic light create a powerful visual signature. A subtle coarse grain adds texture and authenticity, resulting in bold, atmospheric imagery where animal and landscape become one.



Series 2 - Human & craftsmanship

This series focuses on the **relationship between people and the Norwegian Red**. Farmers and professionals are portrayed as confident, grounded and proud, in connection with the animal or the development process. The Norwegian Red remains a constant presence, reinforcing its central role in every story. The visual style mirrors the first series: strong contrast, dramatic light and a subtle grain that gives the imagery a tactile, authentic feel. Low-angle perspectives are used to elevate both human and animal, emphasizing strength and pride. These images feel hands-on, close, and full of character. They tell stories of craftsmanship and dedication, with a robust and heroic tone that defines the brand's photographic signature.



BRINGING OUR BRAND TO LIFE

Use these examples as inspiration to ensure a cohesive and recognizable brand expression across all materials.

Business cards

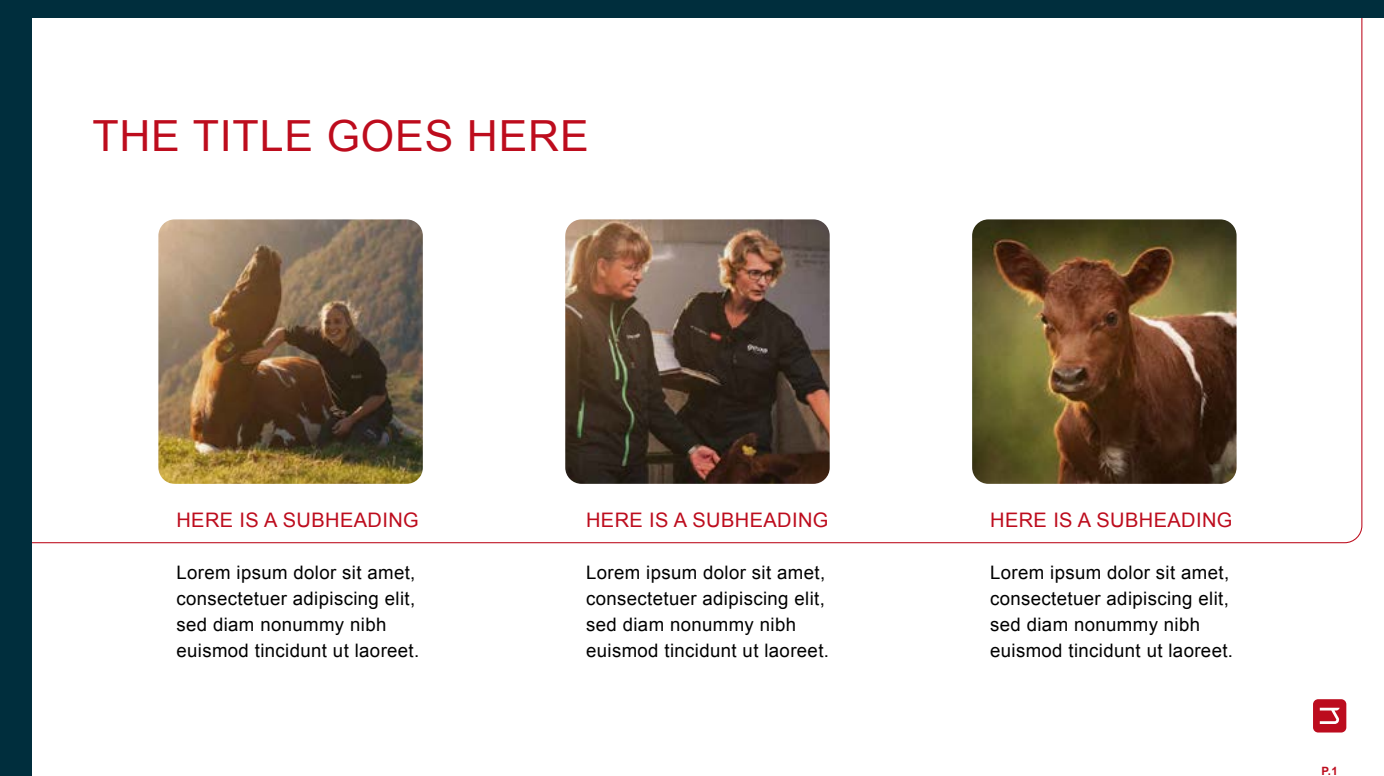


Front



Back (various backsides)

Powerpoint



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Use these examples as inspiration to ensure a cohesive and recognizable brand expression across all materials.

Teamsbackground



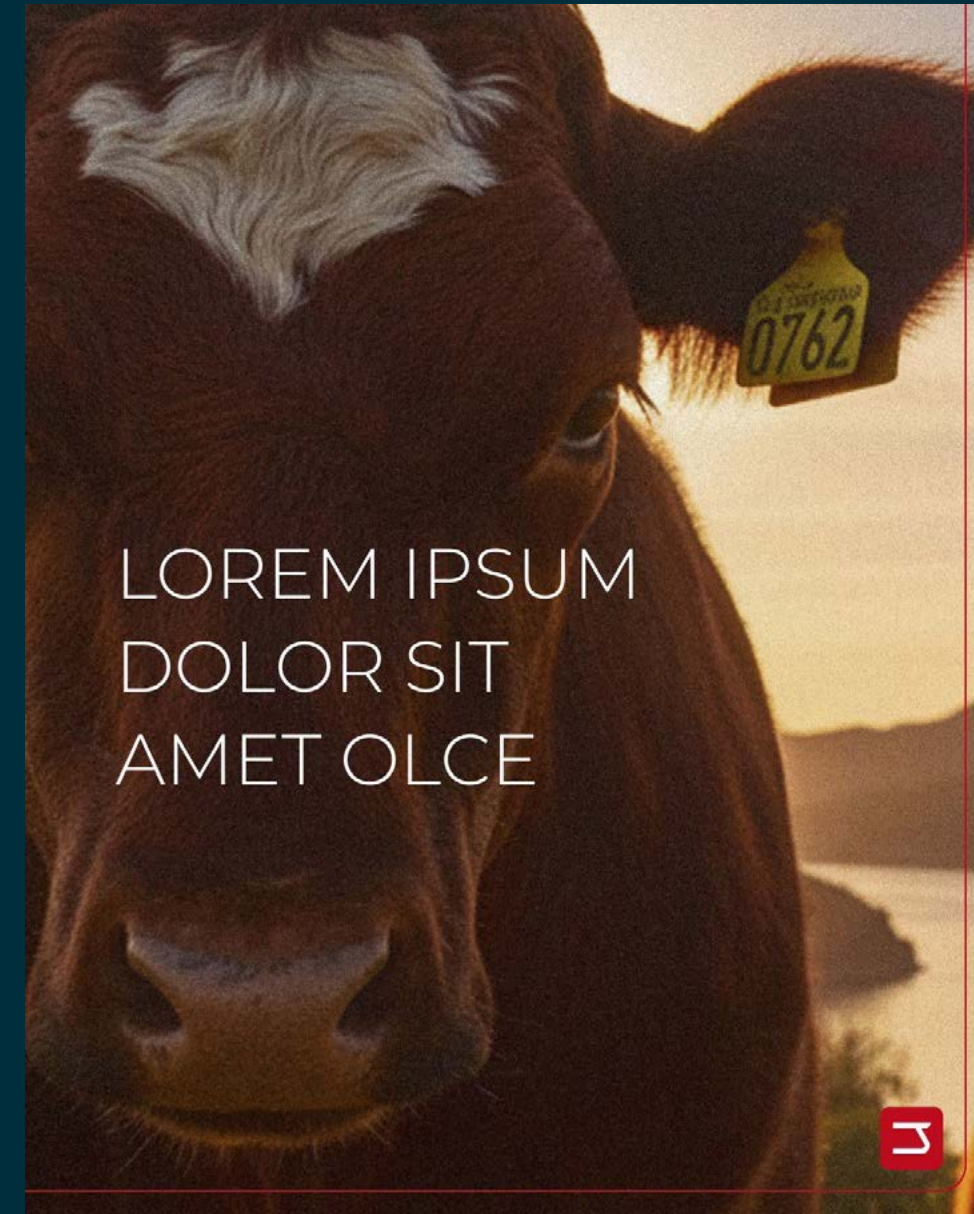
Caption



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Use these examples as inspiration to ensure a cohesive and recognizable brand expression across all materials.

Instagrampost



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Use these examples as inspiration to ensure a cohesive and recognizable brand expression across all materials.



Advertisement

CONTACT

This short version of the Design Manual is developed in April 2026. The project has been a collaborative effort between Geno SA and Imagro.

All contacts and questions regarding the graphic profile and use of logos shall be directed to the persons below. This version is a simplified version created for users to have easy access to our brand identity. For a more detailed information, please contact:

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