

BRAND GUIDE

INTRODUCTION

This guide is not meant to create rules that stifle the creative spirit but rather focus and refine it by setting a standard for creating and maintaining a sleek, professional, and cohesive brand at every interaction.



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BRAND OVERVIEW

Corporate Brand Tenets

- 1. — HIGH-TECH**
Gentex is first and foremost a technology company -- a leading electronics manufacturer highly vertically integrated in a wide range of core competencies that yield a unique fusion of technologies.
- 2. — INNOVATIVE**
Gentex is known for an intrinsic entrepreneurial spirit that's devoted to innovation, which manifests itself in all aspects of the business, from the technologies we deploy, to the products we engineer, to the process used in manufacturing.
- 3. — QUALITY**
Gentex strives for unprecedented quality so that customers have confidence in us and our current products, which in turn allows them to place their trust in our latest innovations.
- 4. — CUSTOMER CENTRIC**
Gentex tailors its technology according to each customer's unique needs in ways designed to help them meet their product, implementation and profitability objectives.
- 5. — PEOPLE ORIENTED**
Gentex endeavors to create a unique corporate culture based on an unconventional workplace and unpretentious management style that builds community, instills an ownership mentality and optimizes each individual's potential.

Brand Voice

Gentex's brand voice is the character of the company. We are pioneering, proud and confident but not arrogant; a bit unconventional but not bizarre. We understand the importance of creating products that are sophisticated, but not difficult to use or understand. We follow honest, conservative values yet push the product development envelope through extensive research, design and customized execution.

COMMUNICATION TOUCH POINTS SHOULD BE:

- + Clear, succinct and engaging
- + Astute and confident without being cocky or assuming
- + Inventive and high-tech, yet simple to understand
- + Compelling and memorable, with creative flair and style
- + Predictive, showing entrepreneurial leadership and direction

Brand Tone

Overall, the Gentex brand tone should be self-assured and confident, expressive of our unique and unconventional nature. Our tone should be:

- + Mostly expressed in an active voice, speaking in the first person and using pronouns like “we” and “us” when referring to the company
- + Not overly corporate; we take ourselves seriously but need to show that we enjoy our work and do things differently
- + Honest, authentic and friendly

Gentex in Words



GENTEX IS A LONG-TIME SUPPLIER OF ELECTRO-OPTICAL PRODUCTS FOR THE global automotive industry. We supply nearly every major automaker with advanced electronic features that optimize driver vision and enhance driving safety. We also manufacture alarms and signaling devices for the commercial fire protection industry and electrochemically dimmable windows for the aerospace industry. We have focused competency in digital vision, automotive connectivity and dimmable glass systems.

Since our inception, Gentex has managed the evolution of rear vision. We use the mirror (and surrounding windscreen) as a strategic electronic module – a delivery mechanism for advanced vision-related features, including cameras, displays, alerts, transaction modules, car-to-home automation systems and security components.

As vehicle electrification and autonomous driving trends progress, our core technologies are converging to yield products that provide unprecedented advances in digital vision and stand to become integral components in connected cars and future mobility systems.

Brand Attributes

Creative

Inventive

Engineering Driven

Relentless

Multi-disciplined

Reliable

Global

Distinctive

Optimistic

Meticulous

Energetic

Driven



CORPORATE STANDARDS

Logo Standards

GENTEX
CORPORATION

GENTEX

GENTEX
CORPORATION



GENTEX
CORPORATION

0.625"

Global Brand Logo

PANTONE Process Black CP

The logo may be produced in Black, White or no lighter than fifty percent Gray depending on the background. Default to using Black or White.

Only in rare occasions, to be determined by the Marketing Department, is the logo to be used without the wordmark "Corporation."

Traditionally, the logo has been expressed in PANTONE 286 (blue) and PANTONE Cool Gray 6; however, from a marketing perspective, we are beginning to move away from this in order to achieve a more classic, stylized look. The blue logo will most likely be phased out over time but may still appear in corporate materials for the foreseeable future.

Minimum Logo Size:

0.625" x 0.133"

Clear Space:

Use the "G" from the wordmark as a measurement guide to create the clear space around the logo, allowing it to breath and maintain readability and visual integrity.

As with all rules, there are exceptions. Please contact the marketing department with questions.

Maintaining Logo Integrity

Here are some common mistakes to avoid when using the Gentex logo.

1

Do not distort the proportions of the logo.



2

Do not use unapproved colors, alter elements, fonts, word placement or orientation.



3

Do not "recreate" the logo with any fonts, including but, not limited to, the font used to design the wordmark.



4

Do not add graphic styles or effects to the logo.



5

Avoid placing the logo on busy or complicated backgrounds.



Acquiring the Official Gentex Logo

Please only download and acquire the Gentex logo from approved resources. If there is ever a question of whether or not you are using the official Gentex logo, the Marketing Department can confirm for you.



Download all official logos here:

www.gentex.com/media-kit

Questions about logo usage?

email: andrea.archambault@gentex.com

call: 616.772.1800 x5365

Corporate Typography

Primary Brand Font - Unitext

Unitext is a crisp, clean typeface that functions well across print and online use. It's streamlined design along with narrow spacing is what sets this typeface apart, however, it also uses open counters and angled details to boost readability for readers. With 8 weights in both regular and italic styles, Unitext is an ideal, hardworking font that works at every touchpoint for the Gentex brand.

Unitext should be used for all body copy but, because of its versatility and simplistic construction, it can also be used for headlines, titles and other large format text. When Unitext is not available for use, default to using **Myriad Pro** or **Calibri** first and then **Arial** second.

A	B	C	D	E	F	G	H	I	J	K	L	M	
N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i	j	k	l	m	
n	o	p	q	r	s	t	u	v	w	x	y	z	
0	1	2	3	4	5	6	7	8	9				
!	&	#	£	\$	¥	€	©	™	ß	å	>	<	%
i	@	*	()	≥	≤	÷	Ω	¢	≈	?	:	;
			←	↖	↑	↗	→	↓	↘	↙			

Unitext Weights

Black

As vehicle electrification

Bold

and autonomous driving

Semibold

trends progress, our core

Regular

technologies are converging

Light

to yield products that provide

Extralight

unprecedented advances

Hairline

in digital vision and stand to

Expressive Headline Font - Gobold High Bold

This bold and super-condensed typeface is to be used as a unique, expressive and headline font. It is only to be utilized in cases where the headline or title needs to be accented and prominent. If headlines are more than 5 or 6 words, please default to using Unitext as it is more readable in long form.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! \$ % & ' () * + , - . : ;
/ 0 1 2 3 4 5 6 7 8 9

Secondary Brand Font - Bebas Kai

Bebas Kai is a condensed, all caps typeface that can be used for titles, headings and other instances of short lines of text. It is able to maintain readability at a wider variety of font sizes than the more expressive headline font, Gobold High. With a less exaggerated height, it provides a third font option that bridges the gap between the functions of Gobold High and Unitext.

A B C D E F G H I J K L M

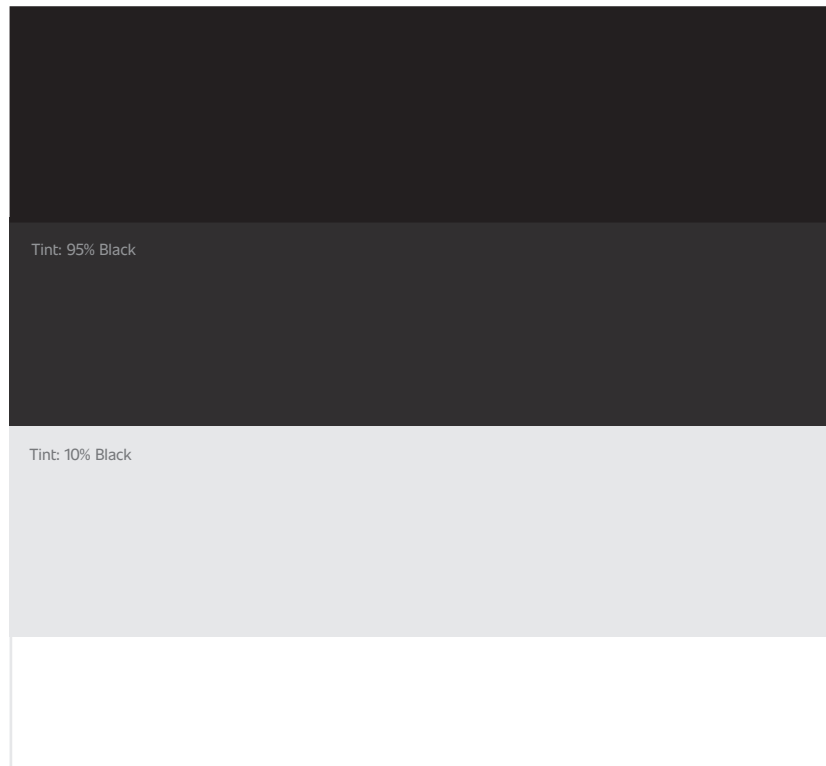
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! \$ ¥ & ? # ¢

Corporate Color Palette

Primary Brand Colors

The high contrast combination of black and white is timeless, dramatic and completely versatile. By leaning on black and white as the primary brand colors, it allows the brand to flex seamlessly through all of its categories while relying on the secondary palette to incorporate color when necessary.



PANTONE Process Black C

C: 0	R: 44	HEX: 2c2a29
M: 0	G: 42	
Y: 0	B: 41	
K: 100		

Dark Gray

C: 0	R: 40	HEX: 282829
M: 0	G: 40	
Y: 0	B: 41	
K: 95		

Extra Light Gray

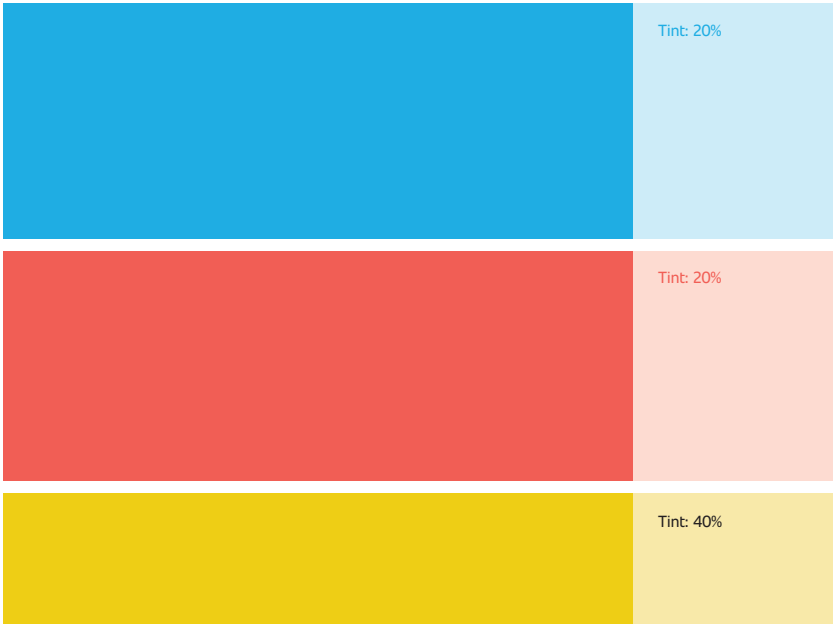
C: 0	R: 230	HEX: e6e7e8
M: 0	G: 231	
Y: 0	B: 232	
K: 10		

White

C: 0	R: 255	HEX: ffffff
M: 0	G: 255	
Y: 0	B: 255	
K: 0		

Secondary Brand Colors

These select secondary colors are to be used as accent colors in designs that require highlighting content or elements. The blue should be utilized first, followed by red, then yellow. The color tints are to be used when a set of tertiary colors are needed and should typically be used as background fields of color rather than small detailed elements. Ideally, use a monotone design approach when adding accent colors by using only one of these colors, and their tints, at a time.



PANTONE 2995 C

C: 70 R: 6
M: 12 G: 175
Y: 0 B: 234
K: 0
HEX: 06afea

TINT

C: 18 R: 205
M: 0 G: 236
Y: 1 B: 248
K: 0
HEX: cdecf8

PANTONE 2031 C

C: 0 R: 241
M: 78 G: 95
Y: 65 B: 86
K: 0
HEX: f15f56

TINT

C: 0 R: 253
M: 16 G: 220
Y: 13 B: 209
K: 0
HEX: fddcd1

PANTONE 7405 C

C: 7 R: 240
M: 15 G: 206
Y: 100 B: 21
K: 0
HEX: f0ce15

TINT

C: 3 R: 248
M: 6 G: 231
Y: 40 B: 168
K: 0
HEX: f8e7a8

GLOBAL BRAND DESIGN AESTHETICS



Stylized Image Treatment



Purpose:

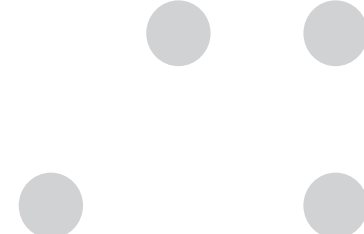
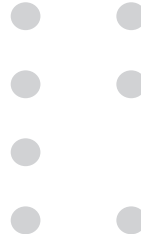
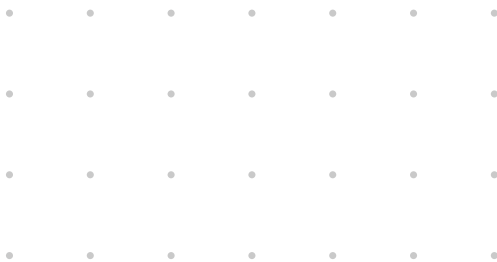
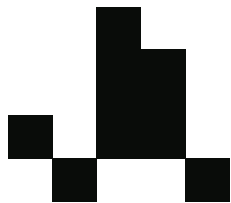
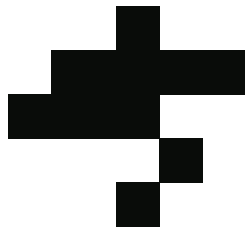
To create a point of visual emphasis and add an interesting design element within a greater composition.

How to:

Use grayscale images or images with minimal colors (like the color image on the right). Place a simple, geometric shape over the image and use a "Multiply" effect at 100%. The shapes should be one color and default to using the blue or red from the secondary corporate color palette.



General Design Elements and Patterns

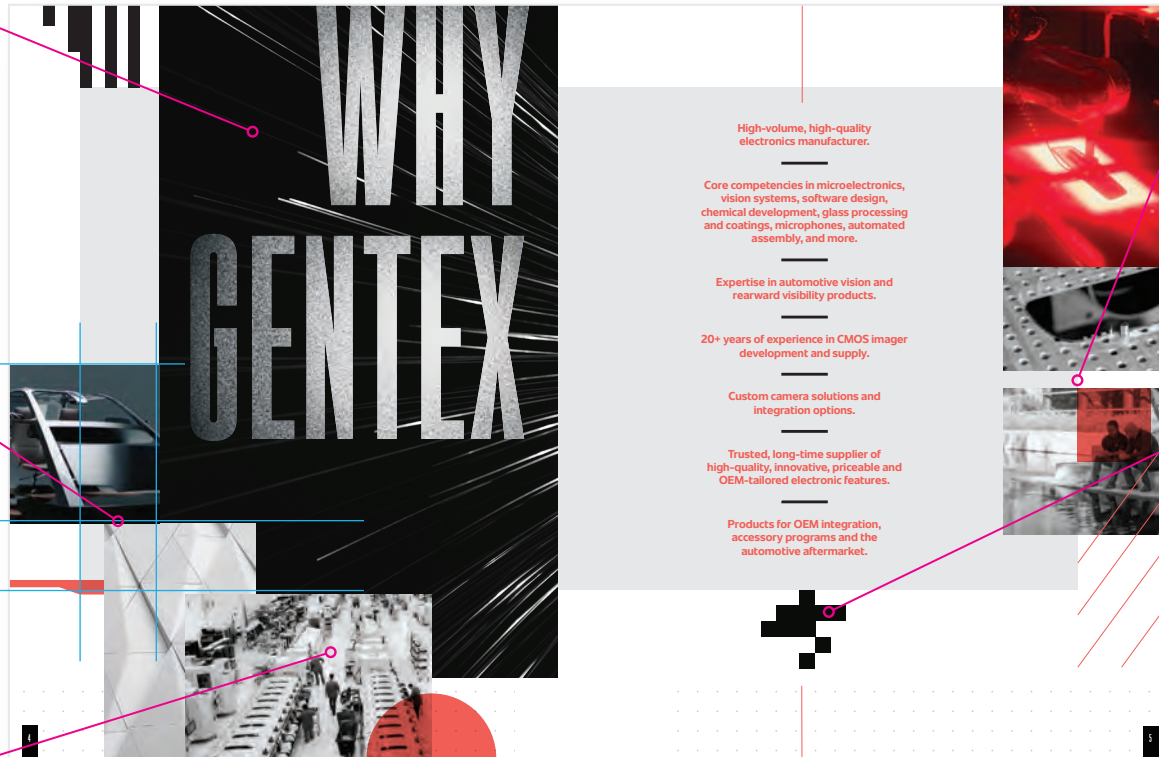


Expressive Layout and Composition

Use abstract imagery (for visual texture, pattern, and/or energy) alongside literal Gentex imagery. The juxtaposition of the literal and abstract keeps layouts engaging and more ownable to the Gentex brand.

Although there will be exceptions to this guideline, default to creating layouts and designs on a grid as shown throughout this sample spread.

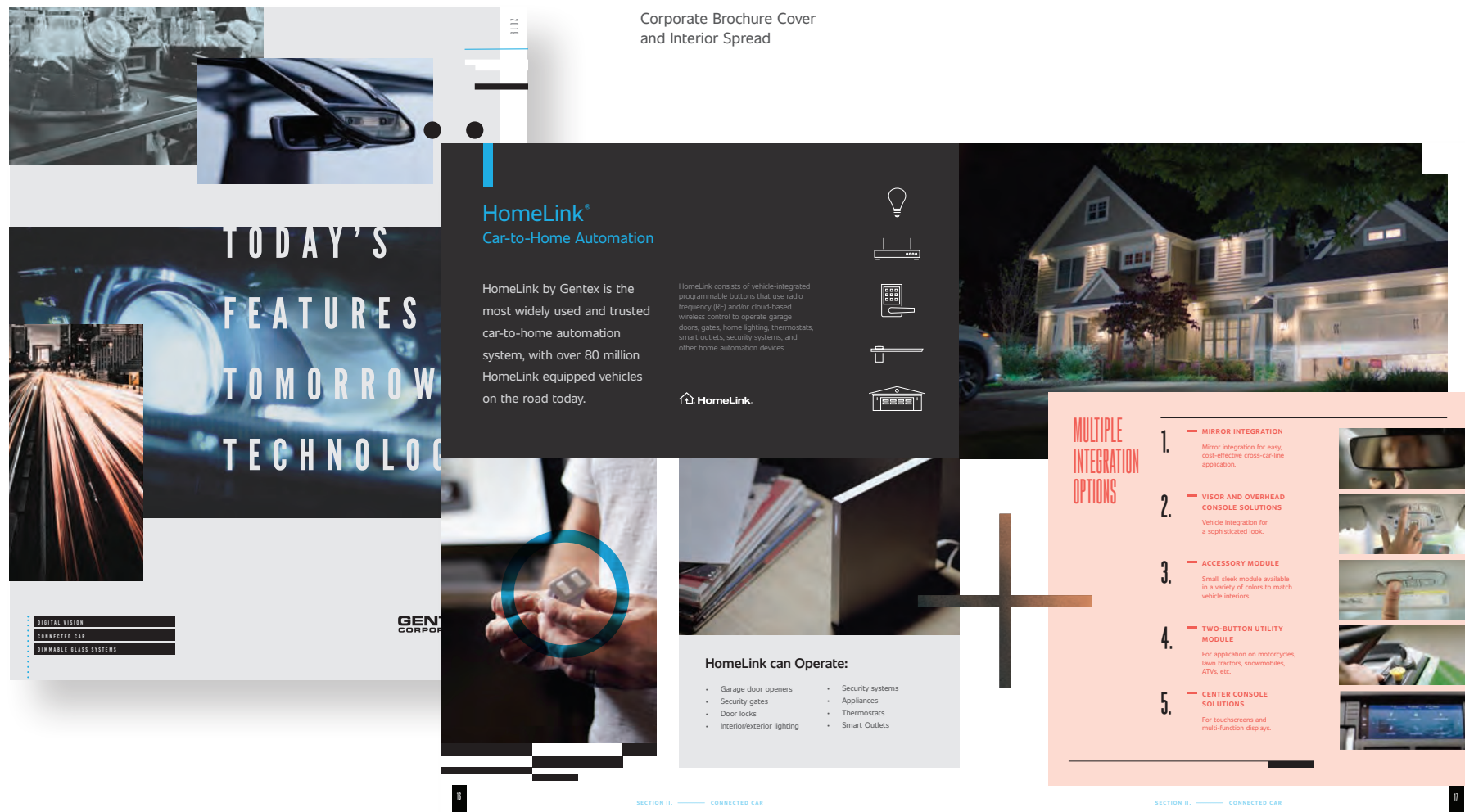
When using a variety of images, be sure they share a similar color palette or use a grayscale effect on some of the imagery to reduce the amount of competing or overly complicated color palettes.

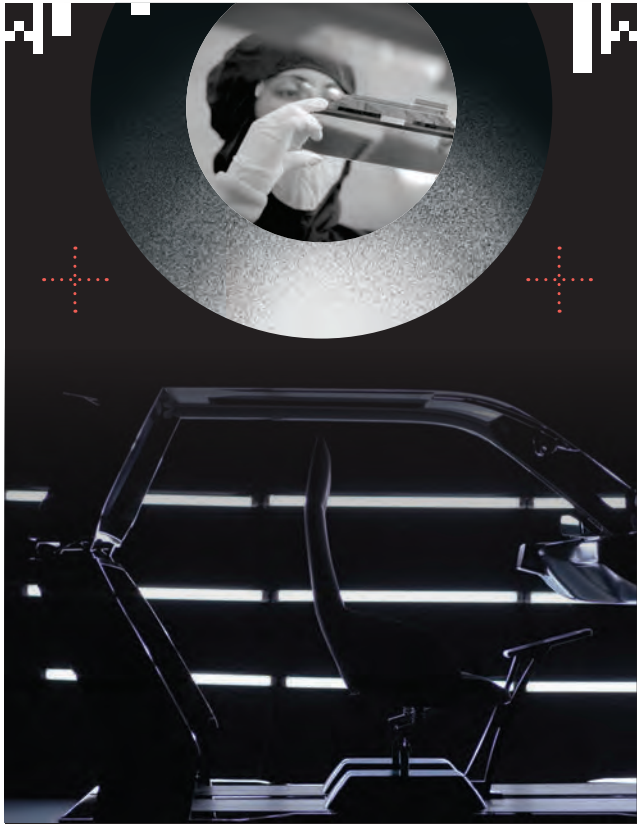


Layering imagery over color fields or other patterns and imagery will create more unexpected moments within compositions. This layering effect also helps to add depth to otherwise flat designs.

Adding Gentex design elements with restraint and intentionality will help formulate the Gentex brand aesthetic inspired by engineering, technology and design motifs.

Corporate Standards in Practice





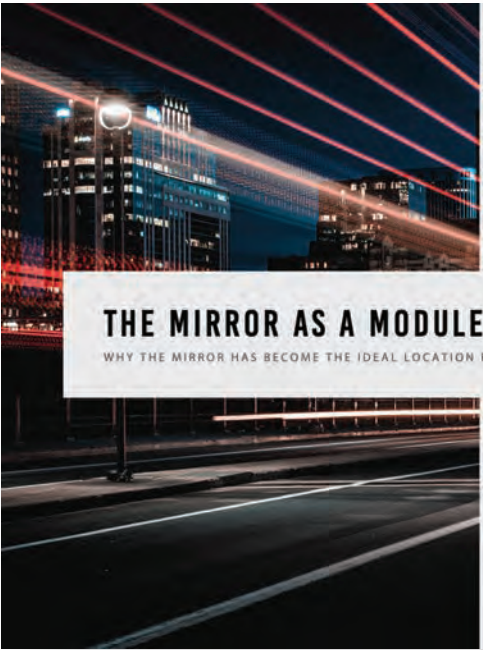
Powerpoint
Presentation

SECTION I.

Digital Vision

Gentex understands the challenge of optimizing automotive vision. That's why we develop and manufacture our vision systems based on multiple imager platforms, and why we implement scalable display solutions, helping the industry evolve from an analog to digital rear view. We don't provide "black box" solutions; instead, we develop custom lighting-assist, driver-assist and rear-vision systems according to each OEM's unique specifications by using imager and display solutions designed for your unique applications, performance requirements and price point.

Corporate Brochure
Spread



GENTEX
CORPORATION

HUMAN RESOURCES

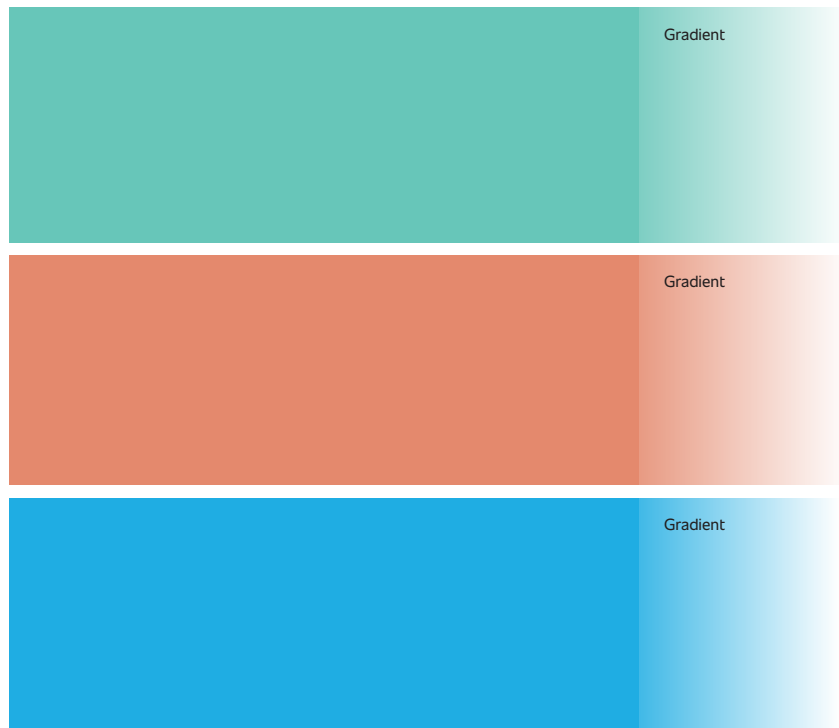


HR + Internal Communications

Color Palette Extension

HR/Internal Communications Secondary Colors

These secondary colors are to be used alongside the black and white primary corporate palette as accent colors in designs, requiring emphasized content or elements. The two additional colors bring pastel, natural tones into the palette that reinforce a sense of trust and peacefulness, while the continued use of the blue provides a bridge back to the corporate brand palette. The gradients of these colors can be used as a photo treatment at 85% opacity over HR imagery. Examples are shown on the following pages. Ideally, use a monotone design approach when adding secondary colors by using only one of these colors, and their gradients, at a time.



PANTONE 570 C

C: 56	R: 105	HEX: 69c7ba
M: 0	G: 99	
Y: 33	B: 186	
K: 0		

PANTONE 2338 C

C: 8	R: 227	HEX: e3896e
M: 55	G: 137	
Y: 57	B: 110	
K: 0		

PANTONE 2995 C

C: 70	R: 6	HEX: 06afea
M: 12	G: 175	
Y: 0	B: 234	
K: 0		

HR/Recruiting Branding

HR recruiting, employee communications and community interactions should reflect what makes Gentex unique, and why as team members we're proud to call it our work home. We want each team member to be able to say:

I love what I do (the work itself)

I love where I do it (at Gentex... in West Michigan... in the world)

I love how I do it (with intensity... purpose... excitement)

I love who I do it with (coworkers... customers... suppliers)

In summary, **Love Where You Work.**

HR Brand Tenets

All HR brand touch points should express our culture and the way we go about our work.

- PASSIONATE
- PURPOSEFUL
- FUN AND INVITING
- COLLABORATIVE AND IN COMMUNITY
- WORLD CLASS
- INDUSTRY LEADING
- INTENTIONALLY RESTLESS

HR Standards in Practice



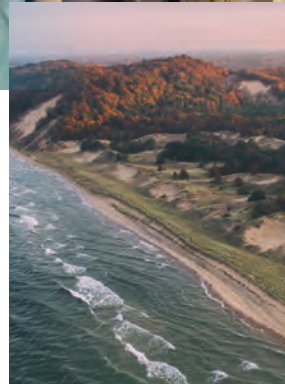
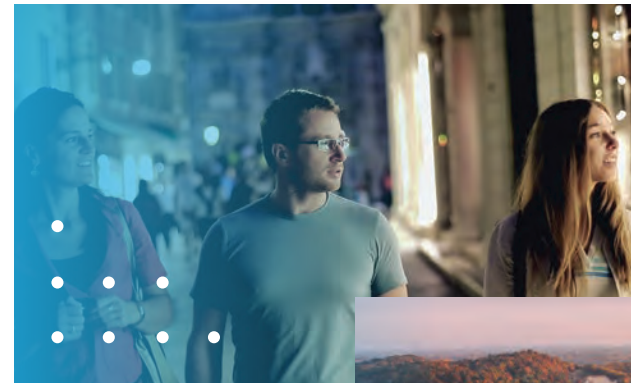
Lorem ipsum
set dolor aut
eationse.

• • •
• • •
• • •

At esse qui remporei met quo et untiam. Ovid eturiti
doluptatis diti lant estotati illiquis aborum hitto tem. Corecusae
volectasse ad quis illaboriorio eosaeripis eatectoris et autatur,
simus etur simolori re volesti re id ullaccae porerum. Derioris
quid eum facest reperibea velecto con pore.

Shape the future with us. Apply at:
www.gentex.com/careers

GENTEX
CORPORATION



• • •
• • •
• • •

Visionaries
need time
to unwind.

Corecusae volectasse ad quis set dolor
illaboriorio eosaeripis eatectoris et
autatur, simus etur simolori re volesti re
id ullaccae porerum. Derioris quid eum
facest reperibea velecto con pore.

Join the team today. Apply at:
www.gentex.com/careers

GENTEX
CORPORATION

Full Page Ad Examples



Lorem
 ipsum
 set.
 . .
 .

At esse qui remporeiunet quo et untiam. Ovid eturiti
doluptatia diti lant estotat illiquis aborum hitio tem. Corecusae
volectasse ad quis illaboriorro eosaeicpis eatectoris et autatur,
simus etur simolori re volesti re id ullaccae porerum. Derioris
quid eum facest reperibea velecto con pore.

Blaze your own trail with us. Apply at:
www.gentex.com/careers

GENTEX
CORPORATION



Robotics
Engineers
Wanted.
 . . .
 . .

Duciande strumquis a quidemore con re imaximporem autem
dolorrore praectotas in pelessunt volorporem invero berruntur
modi quae exceptum apelliqua volorepuadam que mosam
quo beria perum eici consecatat volupta ne dolupta temossin
parciat set dolor.

Join our team today. Apply at:
www.gentex.com/careers

GENTEX
CORPORATION

Full Page Ad Examples



INVESTOR RELATIONS

Overview

Investor Relations experiences and content demand a greater level of sophistication and discernable trust. When designing and creating IR materials and communications, follow these guidelines to elevate and adapt the corporate brand. These brand standards set the proper tone for conversations dealing with current and potential investors.

Investor Relations Typography

Supplemental Font - Adobe Caslon Pro

Adobe Caslon Pro is a traditional serif font with timeless, exemplary design quality. When designing Investor Relations materials, use Adobe Caslon over Unitext for both leader copy and headlines as a supplement to the corporate brand fonts, GoBold High Bold, Bebas Kai, and Unitext. The examples on pages 36-37 show examples of how to introduce and use Adobe Caslon Pro alongside the corporate fonts. Using the fonts in this way will elevate the brand experiences and instill a level of trust with clients through a more traditional and respected aesthetic. With 3 weights in both regular and italic styles, Adobe Caslon Pro will provide the versatility needed to create content in both print and digital media. If Adobe Caslon Pro is not available for use, default to using **Times New Roman**.

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! & # £ \$ ¥ € © ™ ß å › ‹ %
 ; @ * () ≥ ≤ ÷ Ω ¢ ≈ ? : ;

Adobe Caslon Pro Weights and Styles

Bold

As vehicle electrification

Bold Italic

and autonomous driving

Semibold

trends progress, our core

Semibold Italic

technologies are converging

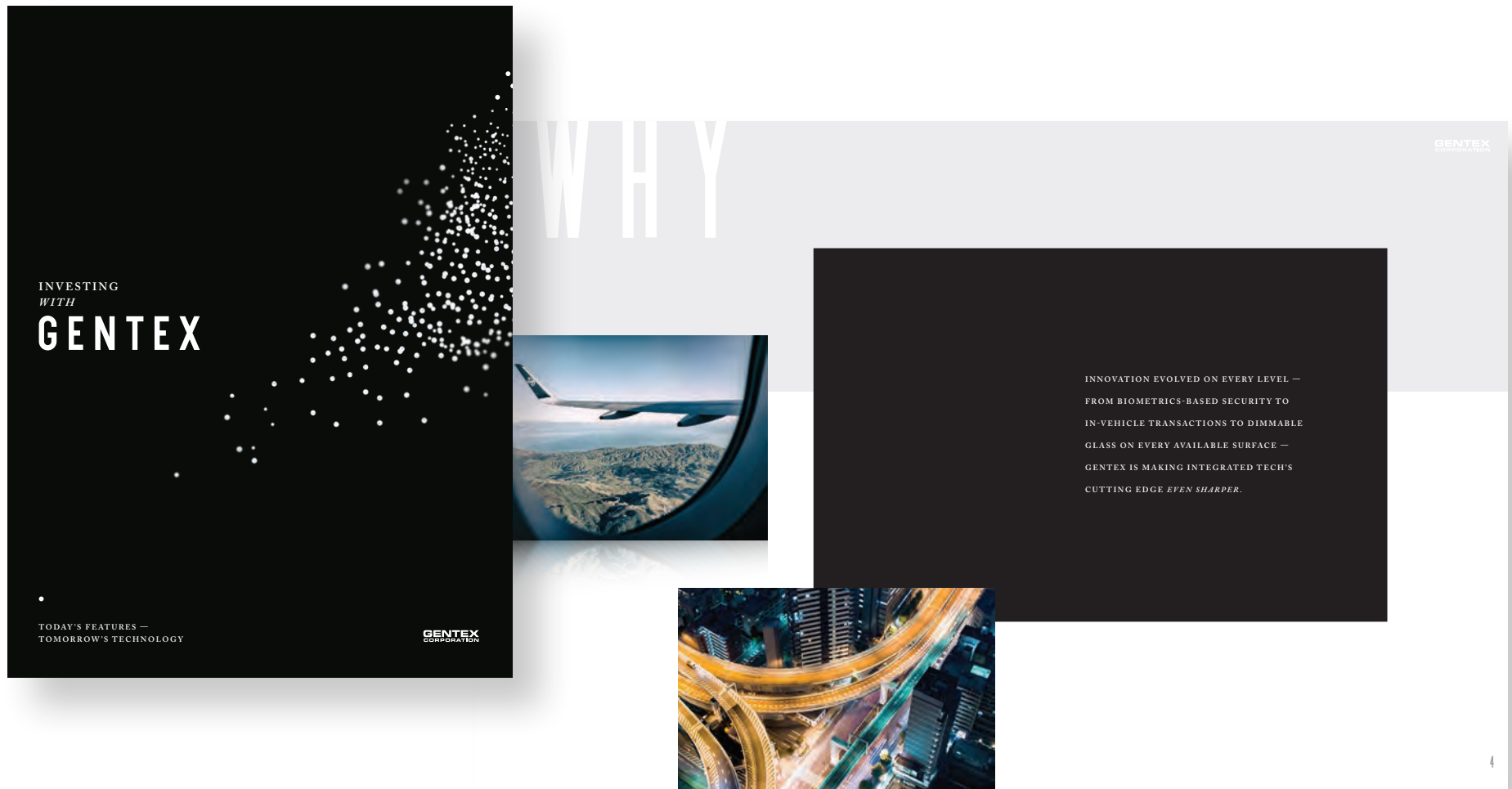
Regular

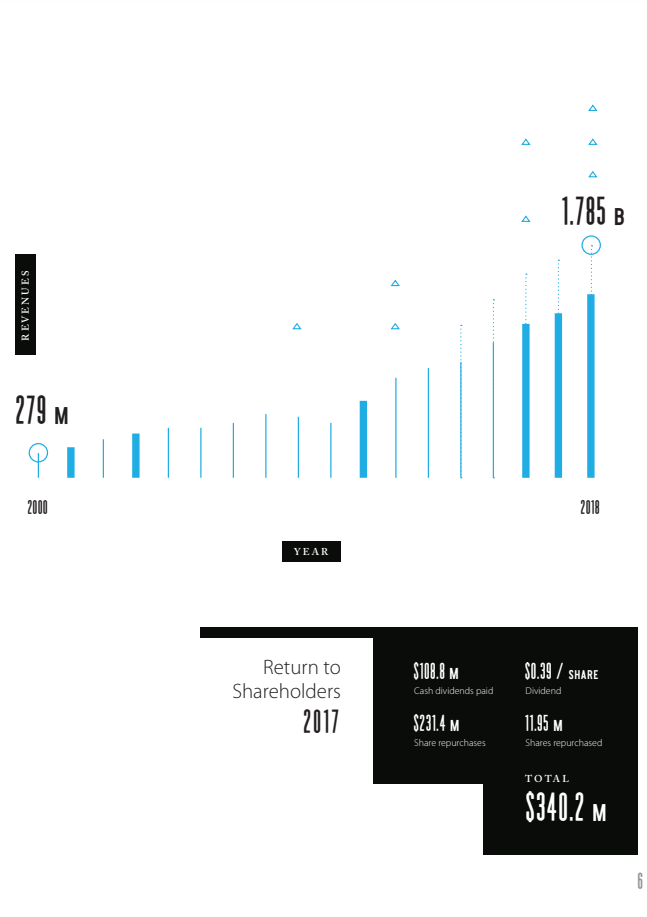
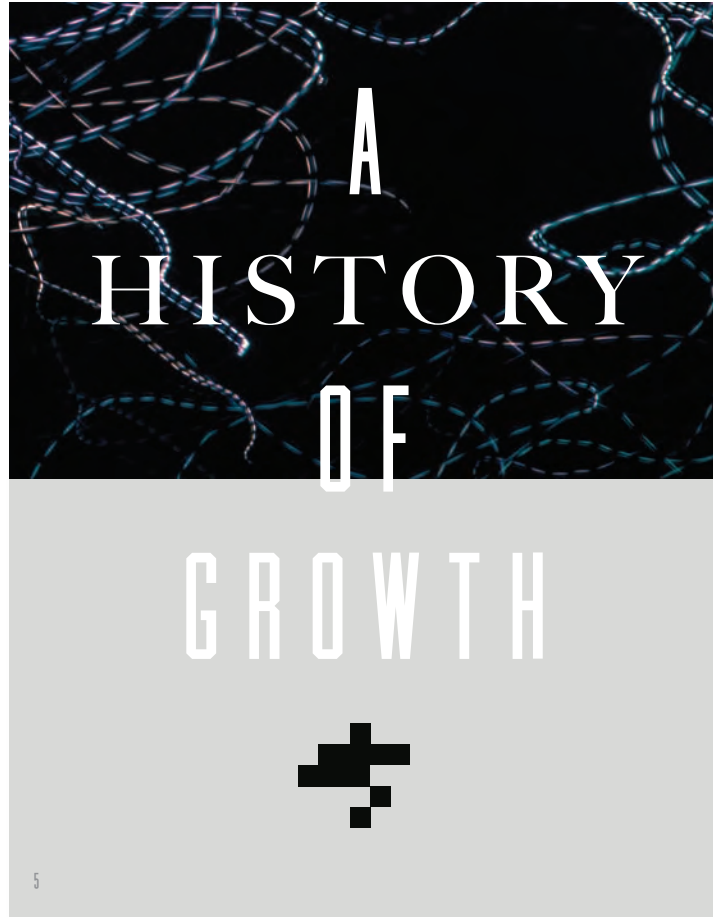
to yield products that provide

Italic

unprecedented advances

Investor Relations Standards in Practice







FIRE PROTECTION

Color Palette & Typography

Fire Protection Color Palette

While the primary corporate palette may be used for Fire Protection materials, it is important to default to using the following color palette for designing materials and communications. The palette is intentionally simple and utilitarian in order to keep the design clean and minimal. This provides an unburdened canvas for the heavily technical content that user's are most interested in. When an accent color is needed, use the orange specified to highlight or emphasize elements.



PANTONE 1585 C

C: 0	R: 245	HEX: f58025
M: 61	G: 128	
Y: 97	B: 37	
K: 0		



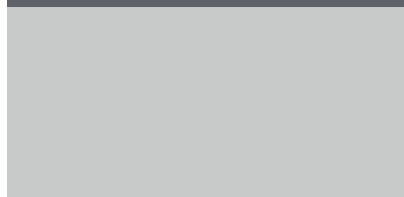
PANTONE Process Black C

C: 0	R: 0	HEX: 000000
M: 0	G: 0	
Y: 0	B: 0	
K: 100		



PANTONE Cool Gray 9 C

C: 30	R: 117	HEX: 5f6369
M: 22	G: 120	
Y: 17	B: 123	
K: 57		



PANTONE Cool Gray 3 C

C: 8	R: 199	HEX: c7c9c8
M: 5	G: 201	
Y: 7	B: 200	
K: 16		

Typography

In order to maintain Fire Protection's simple aesthetic, use only the Unitext Font Family for all typography. If Unitext is not available, default to using **Myriad Pro**, and then **Arial**.

Unitext
Aa Bb Cc Dd Ee

Fire Protection Standards in Practice



Fire Protection Products

Appliances, Alarms, and Accessories

GENTEX
CORPORATION



2

Fire Protection
Brochure

At Gentex, we develop and manufacture high-quality safety and technology products for the automotive, aerospace, and commercial fire protection industries that make the world a safer, simpler, smarter place.

It all started in 1974 when Gentex revolutionized the industry with the world's first dual-sensor photoelectric smoke detector—a device less prone to false alarms, yet quick to detect slow, smoldering fires. Today, we continue to deliver high technology products, products that look out for you.



Dual-Cell Photoelectric
Smoke Alarm
In the world



Fire Protection
Patents
16 U.S. | 11 Foreign



Fire Protection
Registered Trademarks
7 U.S. | 18 Foreign

3



Heat Alarms

HD135 Series Heat Alarm

The HD135 Series heat alarms are for use as a warning device in all dwelling units. The HD135 Series is available in 120 VAC with 9 VDC battery backup and 220 VAC with 9 VDC battery backup with a temporal 3 sounder. The HD135 Series can be tandem interconnected with Gentex tandem capable alarms. The HD135 Series is ANSI/UL 539 listed.

Models	Voltage
HD135	120 VAC / 9 VDC
HD135-223	220 VAC / 9 VDC

8100 Series Photoelectric System
Smoke Detector

The 8100 Series photoelectric system smoke detectors are designed for commercial, industrial, residential and institutional applications. The 8100 Series is 120 VAC with Form A/Form C relay contacts, and is available with numerous options. The 8100 Series is ANSI/UL 268 listed.

Models	Temporal 3 Piezo Horn	Isolated 135°F Heat Thermal	Integral 135°F Heat Thermal	Non- Latching Circuit
8100				
8100H		•		
8100T			•	
8100Y				•
8103P	•			
8103PH	•	•		
8103PT	•		•	
8103PY	•			•
8103PHY	•	•		•
8103PTY	•		•	•

8240 Series Photoelectric System
Smoke Detector

The 8240 Series photoelectric system smoke detectors are designed for commercial, industrial, residential and institutional applications. The 8240 Series is 24 VDC with Form A/Form C relay contacts and available with numerous options. The 8240 Series is ANSI/UL 268 listed.

Models	Temporal 3 Piezo Horn	Isolated 135°F Heat Thermal	Integral 135°F Heat Thermal	Non- Latching Circuit
8240				
8240H		•		
8240T			•	
8240Y				•
8243P	•			
8243PH	•	•		
8243PT	•		•	
8243PY	•			•
8243PHY	•	•		•
8243PTY	•		•	•



System Smoke Detectors





CONSUMER BRANDS

HomeLink

Welcome to the HomeLink Brand Guidelines. This section provides a simple set of standards designed to help in the production of communications materials that build the HomeLink brand. The following pages will guide you through some of the basic brand identity elements (logo usage, editorial style, colors, etc.) and will provide some general rules and standards for applying these elements across a variety of media types.

We prefer a standardized brand identity to support clear and concise understanding of HomeLink and its brand usage. Please take the time to read and understand these design standards. They have been carefully considered and developed to ensure we maintain a consistent brand identity around the world.



HomeLink Tenets

— RELIABLE

HomeLink is the most widely used and trusted car-to-home automation system, with over 100 million HomeLink equipped vehicles on the road today.

— VERSATILE

HomeLink uses radio frequency (RF) and/or cloud-based wireless control to operate garage doors, gates, home lighting, thermostats, security systems and more. By offering a combination of RF and cloud-based wireless control, HomeLink remains the industry standard for comprehensive, reliable and versatile vehicle-to-home automation.

— COMPATIBLE

HomeLink is compatible with 99% of garage door openers in North America and the list of compatible home automation devices continues to grow.

— CONVENIENT

HomeLink is integrated into the vehicle. It's always in the same location and cannot be lost, misplaced, or stolen. It replaces the multiple, clunky transmitters and various apps necessary to conduct comprehensive some automation.

Brand Voice

The HomeLink voice is the attitude and the values that encompass the brand – its personality. The focus of HomeLink is connecting vehicles to homes, and we want to be the industry standard for car-to-home automation. The IOT world can sometimes be confusing and frustrating; HomeLink materials need to be clear, concise and helpful. HomeLink is versatile and robust, yet simple to understand. HomeLink provides harmony between vehicles and devices.

COMMUNICATION TOUCH POINTS SHOULD BE:

- + Clear, informative, and simple to understand
- + Brief, concise and straightforward
- + Relevant, information catered to the audience
- + Inspire confidence and trust

Brand Tone

Overall, the HomeLink brand tone should be confident, friendly, and authentic. Our tone in communication touchpoints should be:

- + Mostly expressed speaking in the third person.
- + Honest, authentic and friendly
- + Confident, but not arrogant

HomeLink in Words

HOMELINK® IS THE MOST WIDELY USED AND TRUSTED CAR-TO-HOME AUTOMATION SYSTEM, with over 100 million HomeLink equipped vehicles on the road today. HomeLink consists of vehicle-integrated buttons that use radio frequency (RF) and/or cloud-based wireless control to operate garage doors, gates, home lighting, thermostats, smart outlets, security systems, and other compatible home automation devices.

HomeLink Connect™ is an all-new home automation app that utilizes HomeLink's cloud-based wireless transmission to pair with the vehicle and allows drivers to operate home automation devices from their car using vehicle-integrated buttons. Drivers of HomeLink Connect compatible vehicles will be able to configure the app to control a myriad of home automation devices or set up entire home automation "scenes".

By offering a combination of RF and cloud-based wireless control, HomeLink remains the industry standard for comprehensive, reliable, vehicle-to-home automation.

FEATURES

- + Complete home-automation control
- + RF and cloud-based wireless connectivity
- + Vehicle-integrated programmable buttons
- + Compatible with many popular home-automation devices

For more information on HomeLink and HomeLink Connect compatible devices, visit:

<https://homelink.com/home/welcome> | <https://connect.homelink.com/>

HomeLink in Copy

When using the word “**HomeLink**” in a block of copy, always follow the word with a superscript registration mark when it first appears (**HomeLink**[®]). Subsequent references do not require use of the registration symbol. Do not use the HomeLink logo in a line of text; always use the word “HomeLink”. The “H” and “L” in HomeLink should always be capitalized, except when listing the website URL, in which case it should appear as: www.homelink.com.

When using “**HomeLink Connect**” in a block of copy, always follow the word with a superscript trademark when it first appears (**HomeLink Connect**[™]). Subsequent references do not require use of the trademark symbol. Do not use the HomeLink logo in a line of text; always use the word “HomeLink”. The “H” and “L” in HomeLink should always be capitalized, except when listing the website URL, in which case it should appear as: www.homelink.com.

When using any of the HomeLink logos or the word “HomeLink” in copy, make sure to include the following phrase somewhere on the page: HomeLink[®] and the HomeLink House[®] logo are registered trademarks of Gentex Corporation.



TERMINOLOGY

— HOMELINK

The name of Gentex's vehicle-to-home automation product.

— HOMELINK CONNECT

The name of the app that enables the operation of cloud-based HomeLink transmissions from the vehicle.

— HOMELINK UTILITY MODULE

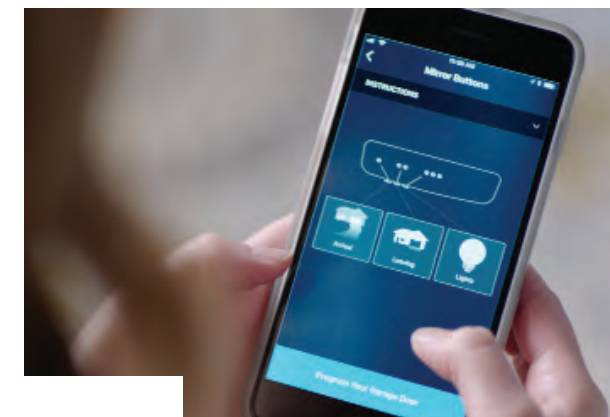
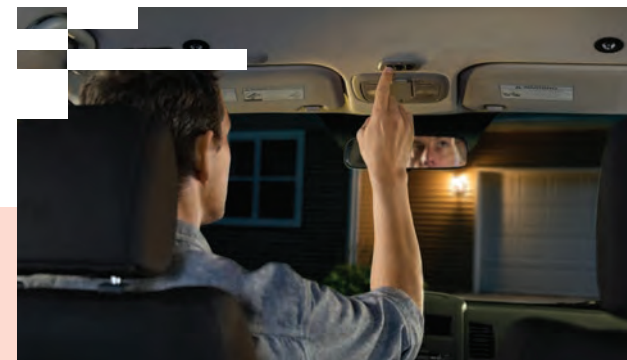
The name of Gentex's universal programmable transmitter for integration into powersport vehicles and lawn equipment.

— RADIO FREQUENCY (RF) TRANSMISSION

A HomeLink transmission mode used for entry-critical devices like garage doors and gates.

— CLOUD-BASED WIRELESS TRANSMISSION

A HomeLink transmission mode used for compatible cloud-based home automation devices like thermostats, locks, and home lighting.



HomeLink®

HomeLink Logo Colors

The corporate color palette may be used in HomeLink materials and communications while PANTONE 2995 C and Process Black are the primary HomeLink logo colors. Whenever possible, the HomeLink logos should be produced with black lettering and a blue house icon. If design constraints dictate, the logo may also be produced using white lettering with a blue Homelink house, all White or all Black.



PANTONE 286 C

C: 100	R: 0	HEX: 0054a6
M: 75	G: 93	
Y: 0	B: 170	
K: 0		



PANTONE Process Black C

C: 0	R: 0	HEX: 2c2a29
M: 0	G: 84	
Y: 0	B: 166	
K: 100		

Approved Logos

There are three approved, primary HomeLink logos available for use.

Primary HomeLink Logo

Preferred logo for standard marketing uses.



HomeLink by Gentex Logo

For uses when beneficial to highlight a connection between HomeLink and Gentex Corporation.



HomeLink Compatible Logo

Use on products, packaging and marketing materials to identify HomeLink compatible products (garage door openers, lighting kits, etc.)



1.5"

Minimum logo width
for all three variants

As with all rules, there are exceptions. Please contact the marketing department with questions.

Maintaining HomeLink Logo Integrity

- 1 Do not distort the proportions of the logo.



- 2 Do not use unapproved colors, alter elements, fonts, word placement or orientation.



- 3 Do not add graphic styles or effects to the logo.



- 4 Do not allow text or graphic elements to encroach on the logo.



- 5 Do not separate the HomeLink house icon from the text. Use the mark in its entirety.



HomeLink in Copy

When using the word "HomeLink" in a block of copy, always follow the word with a superscript registration mark when it first appears (HomeLink[®]). Subsequent references do not require use of the registration symbol.

Do not use the HomeLink logo in a line of text; always use the word "HomeLink".

The "H" and "L" in HomeLink should always be capitalized, except when listing the website URL, in which case it should appear as: www.homelink.com.

IMPORTANT!

When using any of the HomeLink logos or the word "HomeLink" in copy, make sure to include the following phrase somewhere on the page:

HomeLink[®] and the HomeLink House[®] logo are registered trademarks of Gentex Corporation.

Acquiring the HomeLink Logo

Please only download and acquire the HomeLink logo from approved resources. If there is ever a question of whether or not you are using the official HomeLink logo, the Marketing Department can confirm for you.



Download all official logos here:

www.gentex.com/media-kit

Questions about logo usage?

email: andrea.archambault@gentex.com

call: 616.772.1800 x5365

Photography / Videography

Photography and videography are great tools for telling a story and are some of the most widely used and influential brand assets. When looking for HomeLink creative materials, please only download and acquire high-quality HomeLink photography and video from approved resources. If there is ever a question of whether or not you are using photography or video that meets these standards, the Marketing Department can confirm for you.

Approved photography and video links can be found here:

www.gentex.com/media-kit

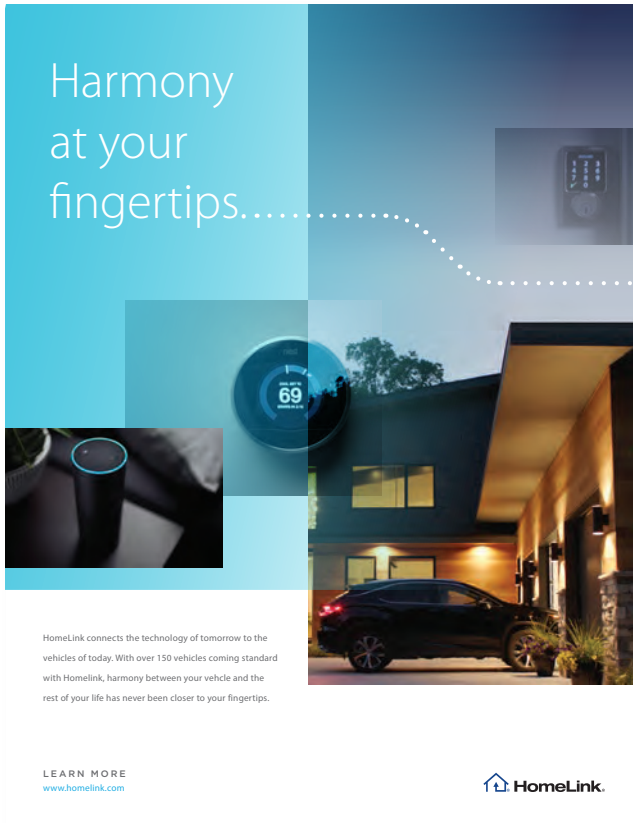


HomeLink

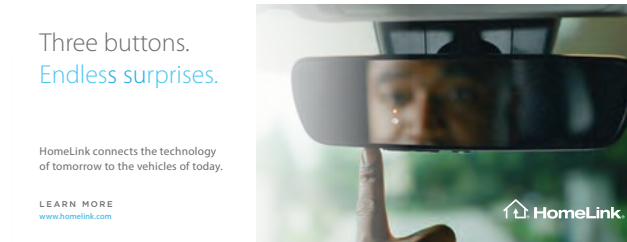


HomeLink Connect

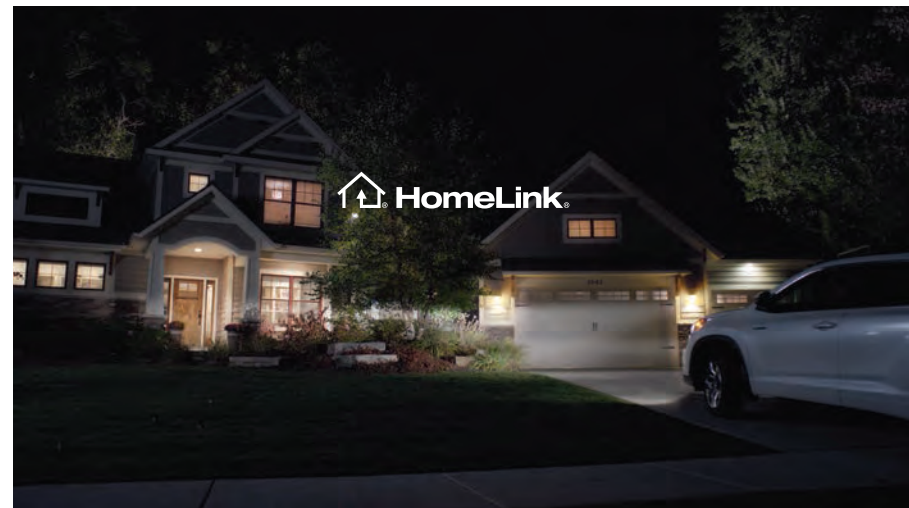
HomeLink Standards in Practice



Sample Ad



Sample Digital Ad



Commercial Video



ITM[®]

ITM Logo Colors

The corporate color palette should be used in ITM materials and communications. The ITM logo is PANTONE Cool Gray 10 and PANTONE 7405 C. It may also be used in all White or all Black.



PANTONE 2995 C

C: 100	R: 0	HEX: 005daa
M: 66	G: 93	
Y: 0	B: 170	
K: 2		



PANTONE 7405 C

C: 7	R: 240	HEX: f0ce15
M: 15	G: 206	
Y: 100	B: 21	
K: 0		

Primary ITM Logo

Preferred logo for standard marketing uses.



ITM in Copy

When using the abbreviated acronym "ITM" or the phrase "Integrated Toll Module" in a block of copy, always follow with a superscript ® mark when it first appears (ITM[®]). Subsequent references do not require use of the registration symbol.

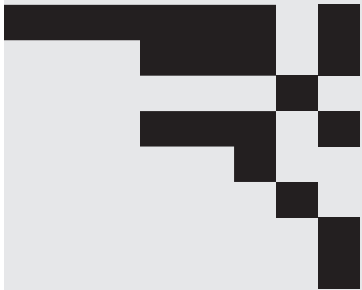
Do not use the ITM logo in a line of text; always use the "Integrated Toll Module" or "ITM".

IMPORTANT!

When using any of the "ITM" in copy, make sure to include the following phrase somewhere on the page:

ITM[®] is a trademark of Gentex Corporation.





GENTEX
CORPORATION

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