

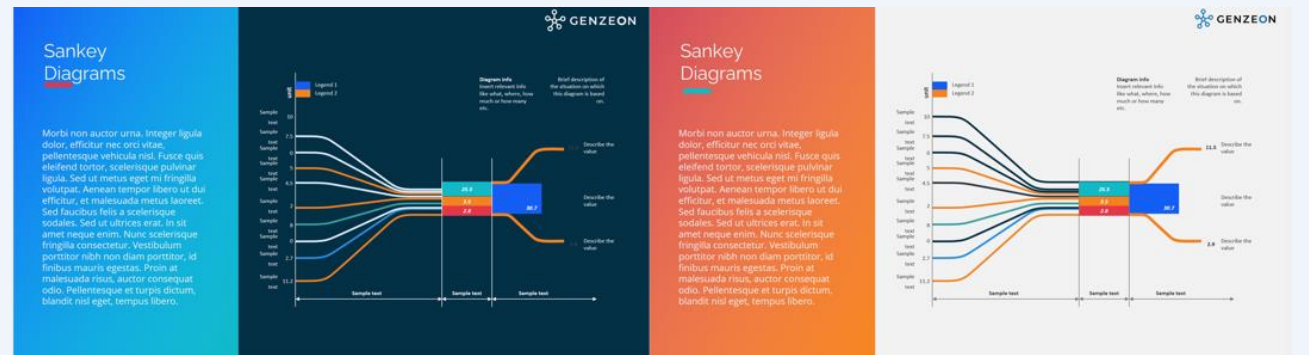
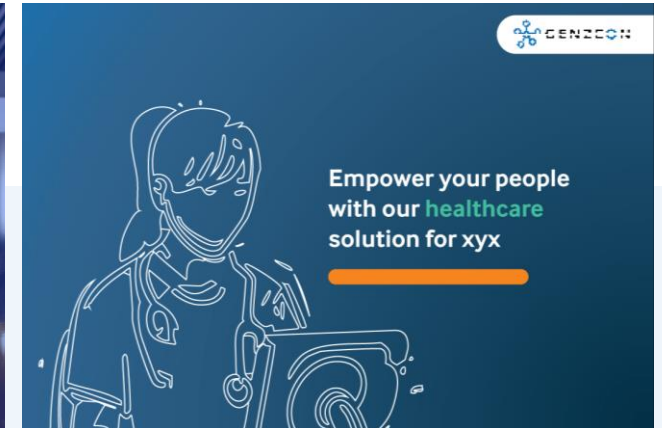
# Design Guidelines



The Genzeon Corporate Visual Identity

# Inside the Guidelines

- Welcome
- The Genzeon Brand
- Logo
- Colors
- Fonts & Hierarchy
- The Genzeon bar
- Imagery
- Icons
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- Layout principles



# Welcome

## The blueprint for our brand design

First impressions matter. In an era of information overload and rapid digitization, having a well defined and consistently communicated brand identity is fundamental. A brand is more than meets the eye, it's the essence of our business a commitment to our stakeholders, and a visual language communicating who we are.

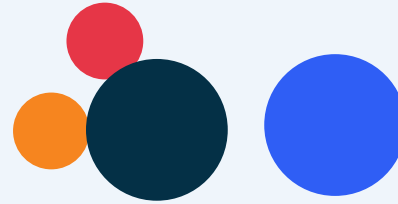
Welcome to Genzeon Design guideline, build to ensure that every interaction with our brand resonates with our values and messaging. This is you guide for understanding implementing and safeguarding our brand identity. Together, we share a responsibility to maintain a brand presence that is not only consistent but also memorable and reflective of Genzeon.



# The Key Graphic Elements in Genzeon Brand Identity

An elevated brand presence involves the integration of vital graphic components such as colors, fonts, visual elements, and precise layouts. These elements collectively are a distinctive and memorable identity, for maintaining an edge in a highly competitive environment.

Creating salience is fundamental to stand out from the crowd of information



## Brand Color Combinations

At the core of the Genzeon color identity are Genzeon blue, dark blue, orange and peach. The first two primary colors are designed to take center stage in our communication and later two are used as secondly or accent. The sea blue is to compliment the primary colors, offering a subtle balance and enhancing Genzeon blue and Genzeon dark blue. This intentional emphasis not only nurtures simplicity in our visual language but also ensures that our brand stands out and remains memorable. This color combinations are followed by gradient set up.

C

## Sankey Diagrams



Morbi non auctor urna.  
Integer ligula dolor, efficitur  
nec orci vitae,

## Fonts

Raleway and Dmsans are our primary fonts, influencing the overall aesthetic expression of the Genzeon brand and contributing significantly to the recognition of our communication

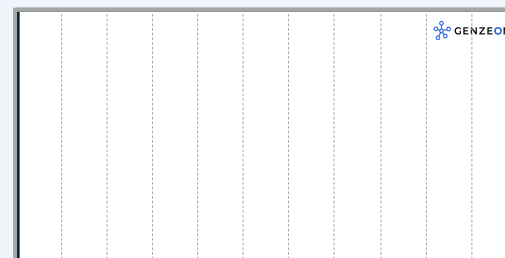
The Genzeon bar is our visual element design to set up apart. Much like our logo. The dash enhances our identification. Its versatile application provides creative opportunities for unique and impactful visual expressions.





## Bubbles

Genzeon uses bubble with different colors to express its diversity. Along with expression of our values, it also acts as an oomph factor. However, it is recommended to use it along with an illustration or graphic image and use it thoughtfully.



## The grid system

The grid system is a key tool for structuring layouts and precisely placing graphical elements. Adhering to the guidelines on element placement in our communication transform the layout into distinctive marker of our brand identity. This helps our audience recognize our brand quickly and seamlessly digest the content. For a detailed reference. Please consult page



## Line art

Another core part of Genzeion visionary design is use of line art over gradient. This type of visual communication needs to be relegated to general theme for cover, divider, or closing slides and should not be used to articulate complex information such as infographics, diagram etc.

# Logo

The primary version of our logo is in Genzeon Blue. For versatility, the white version is recommended for application on Vibrant blue, Whale blue.

Never use the Genzeon logo as any other color, even if its from the brand pallet



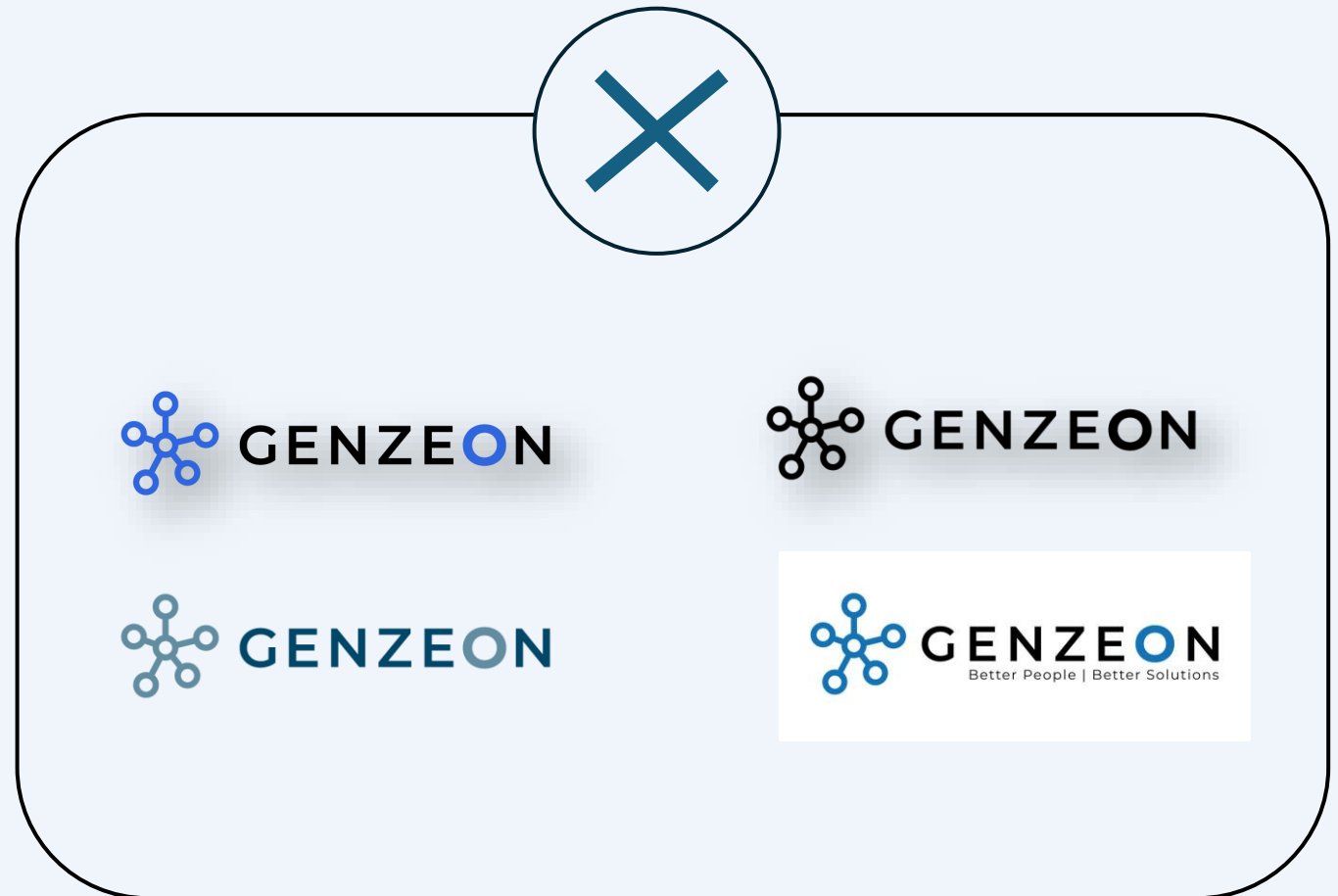
Remember that the logo has to be visible on the image.

If the image is too light. Place a black overlay with 10% opacity on top of the images.



# Logo Appearance

Ensuring a consistent appearance of the logo is crucial. The logo should retain its original appearance, free from misinterpretation, modification, or additions. No attempt should be made to alter the logo in any way.



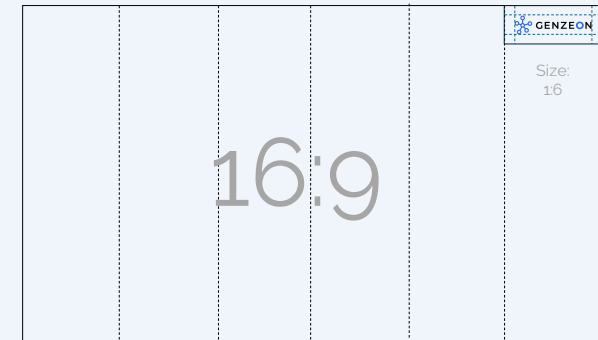
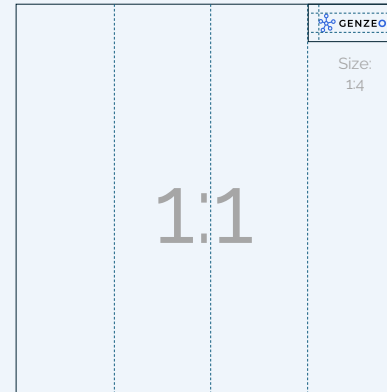
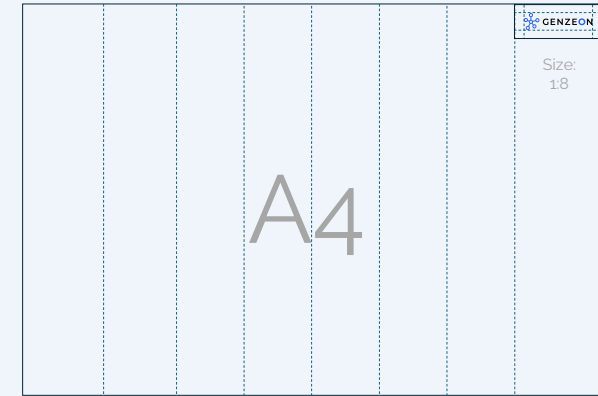
# Logo Placement

The Genzeon logo should be visible in all our communication assets – images, social posts, videos, presentations etc.



Make sure to keep a safe area around the logo when used.

As a rule of thumb, always place the logo in the top right corner of the layout. If the logo blocks an image or an important message. Place the logo in the top left corner





# Logo Pairing

Collaboration

Client Onboarding Announcement

Subsidiary

Acquisition

Internal/External Initiatives

Product

Framework Branding

Collaboration or Client



LOGO

Acquisition

LOGO

A  GENZEON Company

Internal/External Initiatives



Presents

LOGO

Subsidiary



LOGO

Product

LOGO

By



# Colors

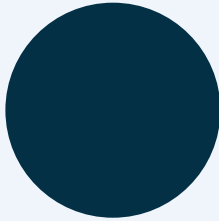
In Genzeon’s communication, the primary brand colors are Genzeon vibrant blue, and genzeon dark blue. Serving as key elements in our brand identity. All communication materials should predominantly feature at least one of these colors.

Maintain simplicity by limiting the design to three colors, if additional colors are necessary for conveying messages, such as different stages in a process, thoughtfully use techniques like opacity. A limited color palette contributes to a message that is clear and easily comprehensible.

## Core



Vibrant Blue  
#2F5EF5



Whale Blue  
#043046

## Accent



Crimson  
#E63647



Dusky Orange  
#F6851F

## Functional



Denim Blue  
#2E6490



Forest Green  
#155f73



Ocean Green  
#047A8E



Vibrant Teal  
#44BE9F



Aqua Blue  
#11BAC7



Sky Blue  
#8DCBE8



Mint Green  
#98D5C6



Pale yellow  
#EAD9A6

## Shades



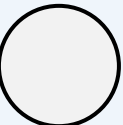
Charcol  
#3A3A3A



Storm Grey  
#D1D1D1



Lilly white  
#EFF5FB



Seashell White  
#F2F2F2

# Colors combination



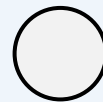


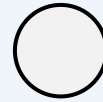



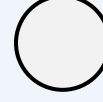
















Complex communication requires complex color range, however, while we have expanded range of colors. We encourage you to maintain simplicity by limiting the design to three colors unless and until its crucial.

You can also thoughtfully use techniques like opacity to convey different stages in a process.

## How to use Theme combination

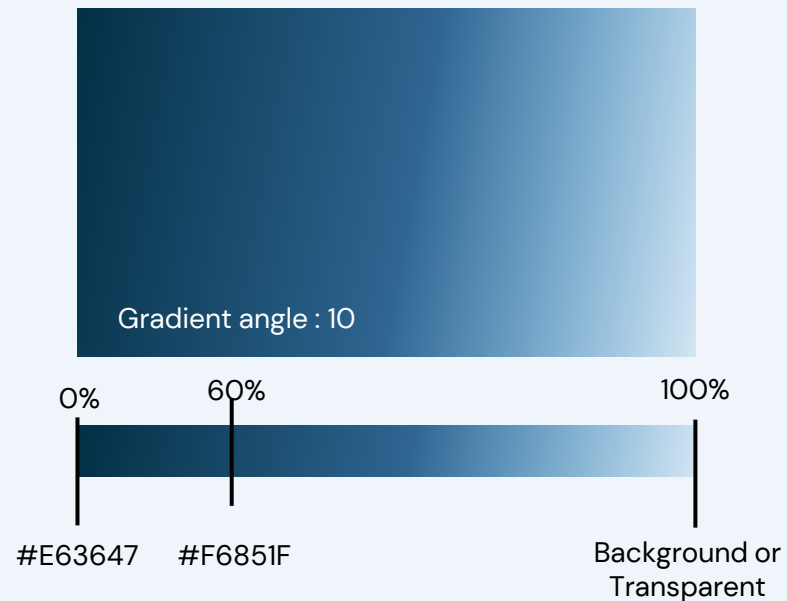
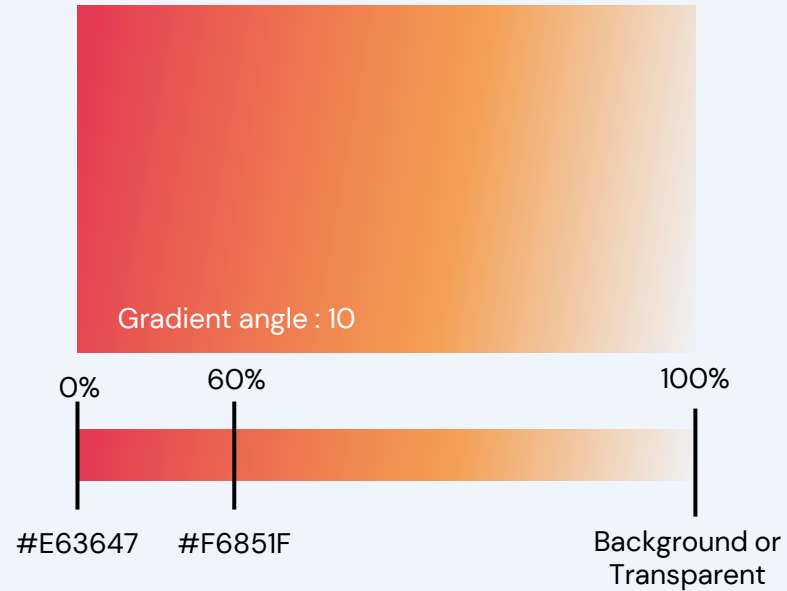
- Minimalist Can be standalone or paried with range
- Range needs to be either paired with Minimalist or Blend
- Blend can never be stand alone unless and until it is being used for single creative

**Note** : Orange blend is to be used are breather to break the monotony of blues, hence should be used sparingly

| Theme      | Background  | Complementary Colors  |   |   |
|------------|---|---|---|---|
| Minimalist |    |    |    |   |
|            |    |    |    |   |
| Range      |    |    |    |    |
|            |    |    |    |    |
| Blend      |    |    |    |    |
|            |   |   |   |   |
|            |  |  |  |  |

# Overlay Gradient

Gradient overlay serves as effective tool to improve text visibility when layer over an image.





# Fonts and Hierarchy

The Genzeon brand maintains a consistent and distinctive typographic identity using the Raleway and DM sans fonts. There are deployed across various channels including printed Genzeon collateral, official Genzeon websites, and digital campaigns.

Raleway

DM Sans regular

DM Sans Medium

**DM Sans Semibold**

**DM Sans Bold**

## Character Style

1- Collateral header  
Font Raleway  
Size and leading 54/60  
Color : Genzeon Dark blue,  
sky blue, Storm white

2- Collateral sub header  
Font Raleway  
Size and leading 16  
Color : Genzeon Dark blue,  
sky blue, Storm white

2- Chapter header  
Font Raleway  
Size and leading 24  
Color : Genzeon Dark blue,  
sky blue, Storm white

2- Chapter intro  
Font DMSans  
Size and leading 14  
Color : Genzeon Dark blue,  
sky blue, Storm white

2- Body Text  
Font Raleway  
Size and leading 12  
Color : Genzeon Dark blue,  
sky blue, Storm white

# Convergence

Providing expert applications support

Read how we  
helped

**Challenging facing the current  
industry practices**

Outfitery is a us based healthcare center for women fertility , founder and CEO Mac bott spoke recently at shopping convo about their experiences with patients and hospital management.

# Text Stack

| Type       | Font    | Variation | Size | Letter Space |
|------------|---------|-----------|------|--------------|
| Headline 1 | Raleway | Light     | 99px | -1.5px       |
| Headline 2 | Raleway | Light     | 62px | -0.5px       |
| Headline 3 | Raleway | Normal    | 49px | 0px          |
| Headline 4 | Raleway | Normal    | 35px | 0.25px       |
| Headline 5 | Raleway | Normal    | 25px | 0px          |
| Headline 6 | Raleway | Medium    | 21px | 0.15px       |
| Subtitle 1 | Raleway | Normal    | 16px | 0.15px       |
| Subtitle 2 | DM Sans | Medium    | 14px | 0.1px        |
| Body 1     | DM Sans | Normal    | 17px | 0.5px        |
| Body 2     | DM Sans | Normal    | 15px | 0.25px       |
| Button     | DM Sans | Medium    | 15px | 1.25px       |
| Caption    | DM Sans | Normal    | 13px | 0.4px        |
| Overline   | DM Sans | Normal    | 11px | 1.5px        |

# Font Colors with Different Backgrounds

The predominant title and body text color are Whale blue, sky blue Storm white. Other color can be used for other purpose, like subtitle , caption and overline.

Note: Vibrant blue can against whale blue or dark background as a title only

Font Color : Whale blue,  
BG color: sky blue,

Font Color : Whale blue,  
BG color: Wjjite,

Font Color : Light Blue  
BG color: Whale Blue

Font Color :Vibrant Blue  
BG color: Whale Blue

# Convergence

# Convergence

# Convergence

# Convergence

# Images & Visuals

The Genzeon brand maintains a consistent and distinctive typographic identity using the Raleway and DM sans fonts. There are deployed across various channels including printed Genzeon collateral, official Genzeon websites, and digital campaigns.

## Look & Feel

- Minimalistic
- Clean
- Should not be clutter with contradicting or clashing elements
- Abstract
- Modern
- Captivating
- Contrast





# Icons

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