

genpact

Brand Playbook



Welcome to our 20th anniversary brand

**Change is strange...
for most. But not for us.**

**Change is our comfort zone.
It's what's kept us driven for the
last 20 years. And what will keep
us energized for the next 20.**

**This 20th anniversary brand is
a celebration of:**

**Our colorful culture of relentless curiosity.
Our reputation for incredible people. Our mastery
of advanced technology. And our reputation
for delivering unparalleled business value
- on a global level.**

**Since 2005, ambitious businesses have trusted
us with their most precious asset - their future.
And we deliver on our promise of progress for
them, every single day.**

**Our past is our proof that we're in a great place
to deliver the GenpactNext strategy today.**



Using our 20th anniversary brand

In 2025, Genpact will celebrate our 20th anniversary with an evolved identity.

This is a subtle update in how we communicate our unparalleled value to our customers and within the category itself.

Our deep business knowledge, operational excellence and advanced technology have been streamlined, both verbally and visually, to make us more direct.

This simple guide will give you everything you need to live up to our ambitions of delivering a world that works better for people.

This is a story of where we're going. Inspired by where we've come from.



Contents

Brand Platform

- 06 Who we are
- 07 Species
- 08 Purpose
- 09 Core values
- 10 What we do
- 11 Vision
- 12 Value proposition
- 13 Strengths
- 14 How we show up
- 15 Our strategic messaging framework
- 16 Tone of voice (TOV) overview
- 17 Capturing our unique TOV
- 18 Bin the buzzword bingo
- 19 Tone of voice examples
- 20 Tone of voice behaviors

Design Elements

- 22 Overview
- 23 Logo and Icon
- 24 Overview
- 25 Logo clearspace & min size
- 26 Icon clearspace
- 27 Icon as graphic
- 28 Co-branding
- 29 Wayfinder
- 30 Applying the Wayfinder
- 31 Wayfinder in use
- 32 Aquisitions
- 33 Logo misuse
- 34 Ai Innovation Center
- 35 Color palette
- 36 Overview
- 37 Color hierarchy
- 38 Color flood & accent combinations

- 39 Typography
- 40 Overview
- 41 Alignment
- 42 Color combinations
- 43 Typography misuse
- 44 Imagery
- 45 Style & quality

Specific Application

- 48 Video
- 49 Opening frame
- 50 Opening frame: co-branding
- 51 End frame
- 52 Text on screen: basic
- 53 Text on screen: expressive
- 54 Text on screen: on imagery
- 55 Transitions
- 56 People on screen
- 57 Lower third & logo bug: on light backgrounds
- 58 Lower third & logo bug: on dark backgrounds

Brand in Action

- 60 PowerPoint: light mode
- 61 PowerPoint: dark mode
- 62 Signage
- 63 Business card
- 64 Email signature
- 65 Video call backgrounds



Brand Platform



Brand Platform

Who we are



Species

How we describe our company

**Global advanced technology
services and solutions
company**

Purpose

Why we exist

**The relentless pursuit of
a world that works better
for people**

Core values

What we believe. The bedrock of how we operate

Courageous

- We fail fast and win big
- We embrace uncertainty
- We create and sustain change

Curious

We believe anything is possible and seek to uncover new ideas

Inclusive

- We fully celebrate our diverse world
- We're open to new voices, and differing opinions

Integrity

We do the right thing, even if no one is looking

Incisive

We act with conviction, finding the fastest path to real-world results



Brand Platform

What we do



Vision

What we do

Drive unparalleled value

Value proposition

How we deliver

**Through the mix of deep
business knowledge,
operational excellence and
advanced technology**

Strengths

The unique advantages we provide

Deep, lived expertise

We have the know how to help clients grow now

Our mix of operational and tech knowledge puts us ahead of the competition

Partnership orchestration

We bring together leading tech developers and clients to help them advance smoothly and at scale

Client-centric

We live and breathe our client's ambitions

By staying one-step-ahead, we help our clients do the same

Nimble

Our entrepreneurial agility runs rings around our competitors

We're constantly problem solving to keep opportunities moving forward

End-to-end innovation

We think. We do. We deliver

Our ability to plan for the future and build it creates innovative opportunities across the entire value chain

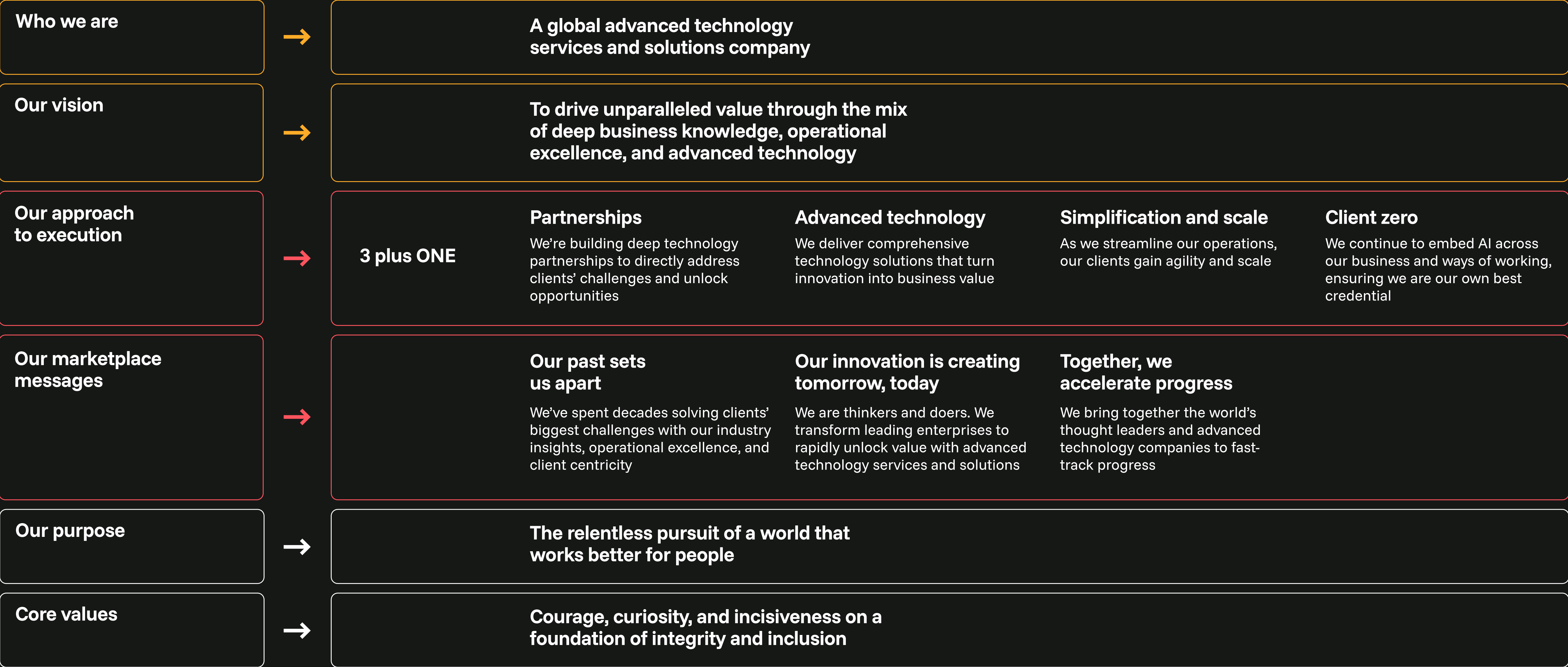


Brand Platform

How we show up



Our strategic messaging framework



Tone of voice overview



Optimistic

We're optimistic about what technology can do for the world, our clients and our people. We're serious tech people, without being too serious about tech



Confident

We're confident in our expertise, bringing an assured, minimalist boldness to the market that can cut through the noise



Conversational

We bring a vibrancy of fun and color to a category lacking in it; playful where our competitors are dry and serious



Capturing our unique tone of voice

Our tone of voice is a refreshing break from the advanced tech hype.

We're forward looking, forward thinking. We advance you, raise you up and help you get ahead and stay ahead.

Yet we're grounded in what's possible today. For us, it's not about what may happen in 5 or 10 years. It's about what can happen now.

Simple, clear, practical actions with pithy, even witty, ways to find your path forward.

It's simple really. In a world of complexity we bring beautiful clarity.



Bin the buzzword bingo

We’re a straight talking, no nonsense partner. The antidote to the fevered ‘transformation’ hype taking over the advanced tech world.

We avoid buzzwords at all costs.
While buzzwords often come from technical terms, their overuse dilutes meaning and causes confusion.

It’s all about context.
There will be instances where a technical term is correct and appropriate. Ask yourself: is this word necessary to communicate a technical point or is it just to create hype or sound ‘tech-y’?

Buzzword watchouts

- Transformation
- Optimization
- Synergy
- Smart
- Agile
- Futureware



We're not afraid to be playful

Tone of voice examples

Job description

If you know what's going down, you'll be on your way up with Genpact.

You'll join 125,000+ curious and courageous minds, working with the world's most ambitious companies, including the Fortune Global 500.

With Genpact, you'll not only spot the trends, you'll set them, working alongside colleagues who thrive on fearlessly experimenting and seize opportunities to propel business forward with the power of advanced technology.

Come join the coders, tech shapers and progress makers at Genpact and take your career in the only direction that matters: Up.

Boilerplate

Genpact (NYSE: G) is a global advanced technology services and solutions company that delivers unparalleled value for leading enterprises.

Powered by our mix of deep business knowledge, operational excellence, and innovation, we help companies across industries reimagine finance and risk, supply chains, core industry operations, and more. We use our innate curiosity and courage to relentlessly pursue a world that works better for people.

Who's Genpact?

We reimagine businesses to help them grow. Sure, we may not be the only ones to claim that. But we're different.

We've spent decades solving some of our clients' biggest challenges with our mix of technology smarts, industry insights, and operations knowledge. That's what sets us apart.

For challenger brands and global blue-chips.

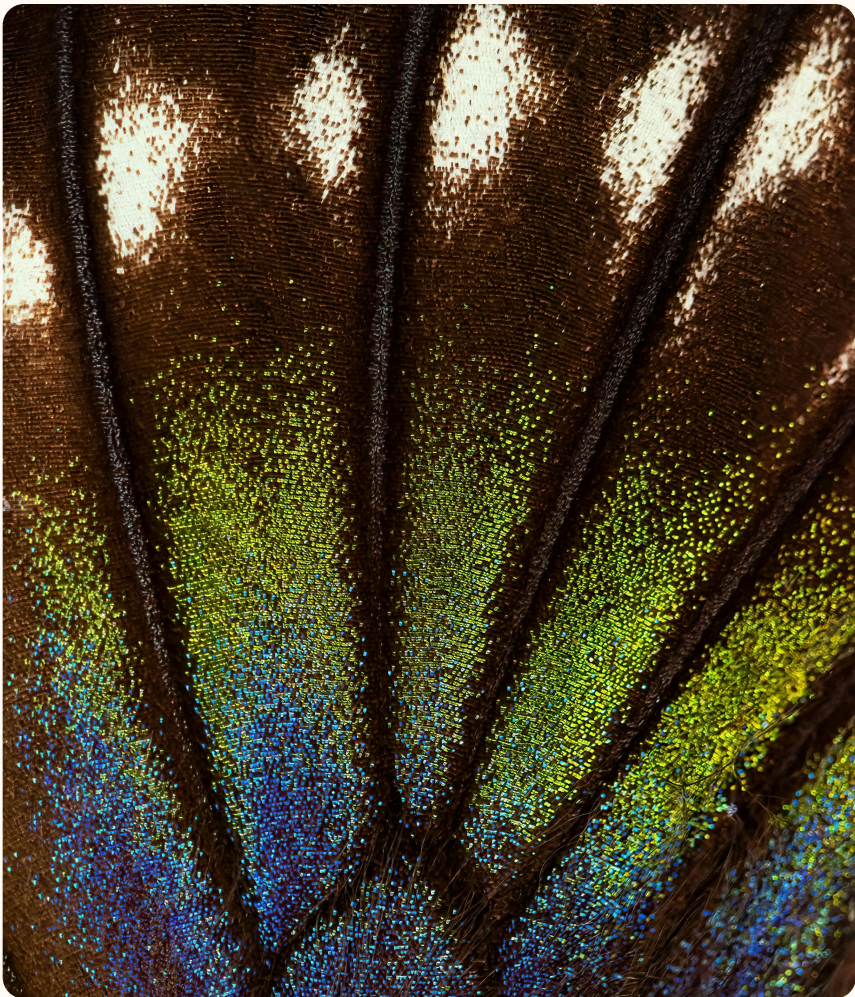
Across finance and risk, supply chains, industry operations, and more.

It's about innovation, growth, and most of all, value.

See what we could do for you.



Tone of voice
behaviors



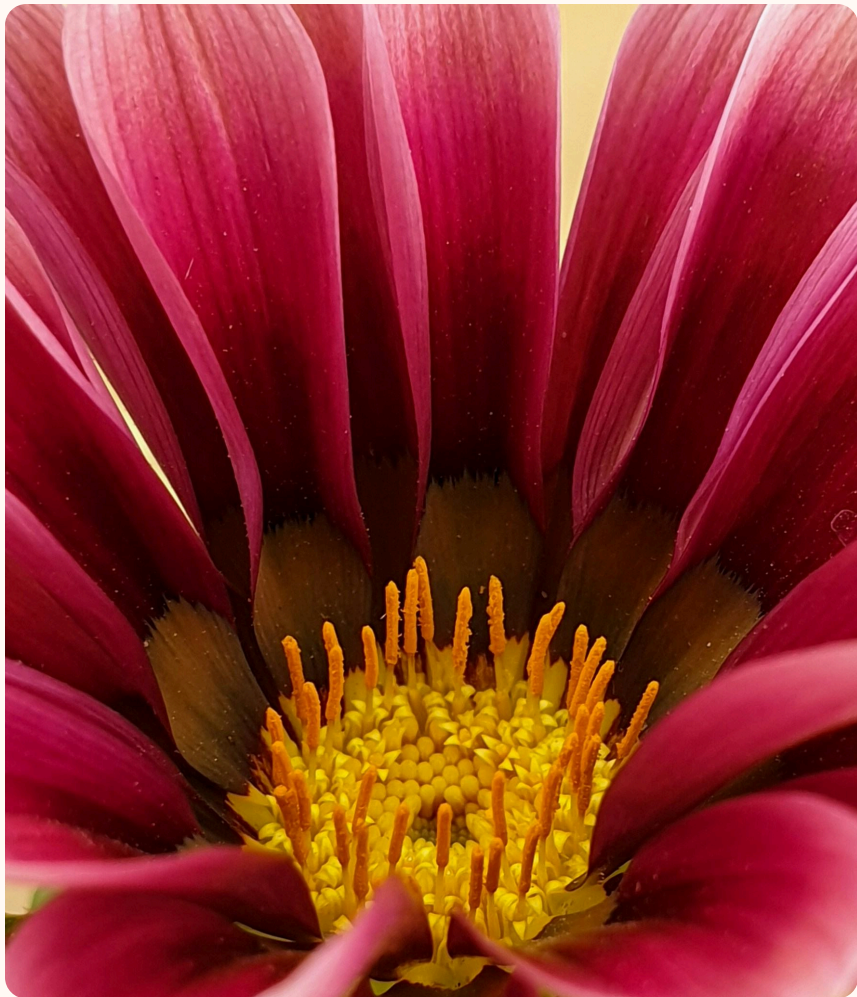
Charmingly challenging

We're all about questioning the status quo. We'll do whatever it takes to find the best path forward.



Tomorrow today

We're all about action, focusing on technology that's available right now to help people advance.



Connect great minds

We bring together the best of every discipline to help people find the way ahead.



Invite lively debate

In this fast-moving world, we don't shy away from a difficult conversation. We invite it.



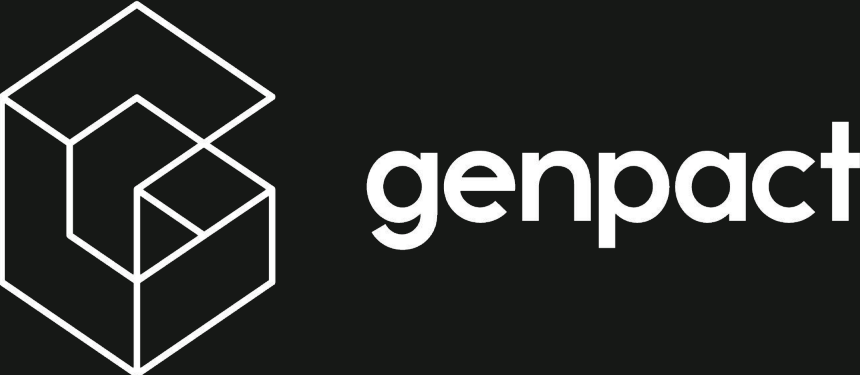
AT in everything we do

We practice what we preach.
Advanced Tech is our medium of choice.



Design Elements





Innovation
into action

Midnight

First
Light 01

First
Light 02

First
Light 03

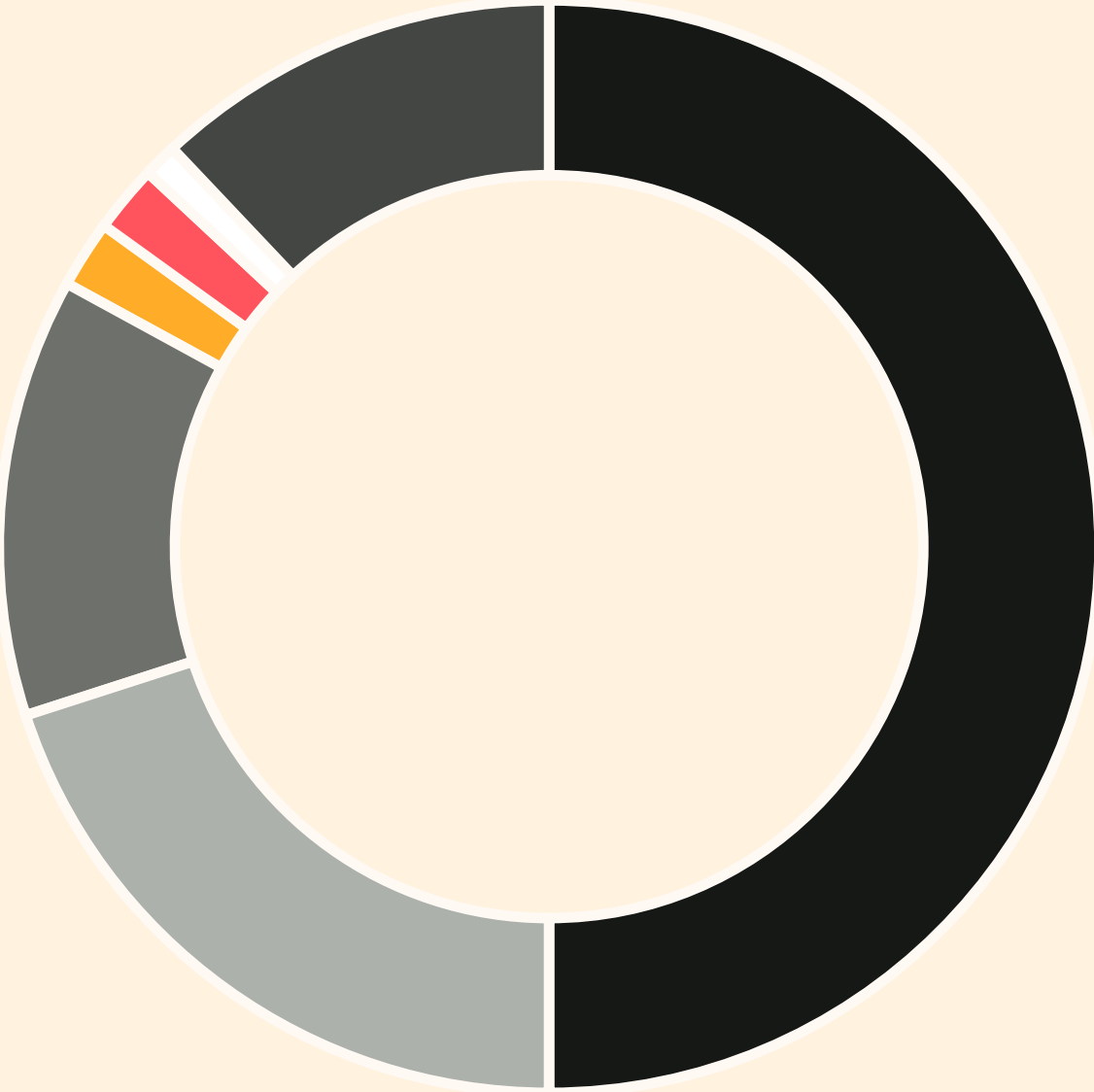
Morning White

Sunrise White

Sunrise Cream

Sunrise Gold

Sunrise Coral



Funnel Sans Variable

AaBbCcDdEeFf
GgHhiJjKkLIMm
NnOoPpQqRrSs
TtUuVvWwXxYy
1234567890
#(-7=@!/?S...

We're behind
the companies
out in front

Learn more

An abstract graphic consisting of several overlapping, flowing, ribbon-like shapes in shades of orange, yellow, pink, and purple, creating a sense of motion and energy.

genpact

The Genpact logo, featuring a white geometric icon and the word "genpact" in a sans-serif font.

Who We AreWhat We DoOur ImpactCareers

EN🌐Contact Us

A close-up of several yellow sticky notes on a white surface.

A low-angle shot of a modern glass skyscraper reaching towards a blue sky with some clouds.

A pair of hands with dark nail polish is shown writing on a document with a black pen. The document has a grid or table structure.

Data-driven marketing and sales strategies that turn today's customers into lifelong fans.
[Read On](#)

An aerial view of a dense green forest with a path or clearing visible.

Finance & AccountingRisk & ComplianceSales & CommercialTechnology

Your challenges. Our solutions.

We help businesses work better by empowering them with proven data, technology, and AI solutions.

[Explore all Services](#)

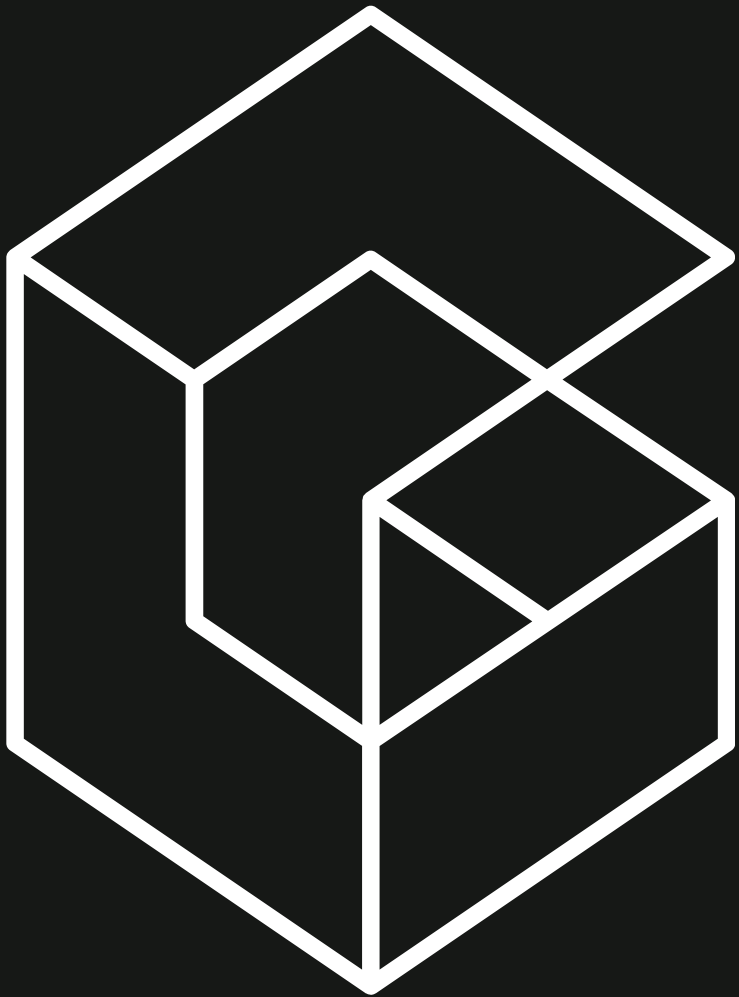
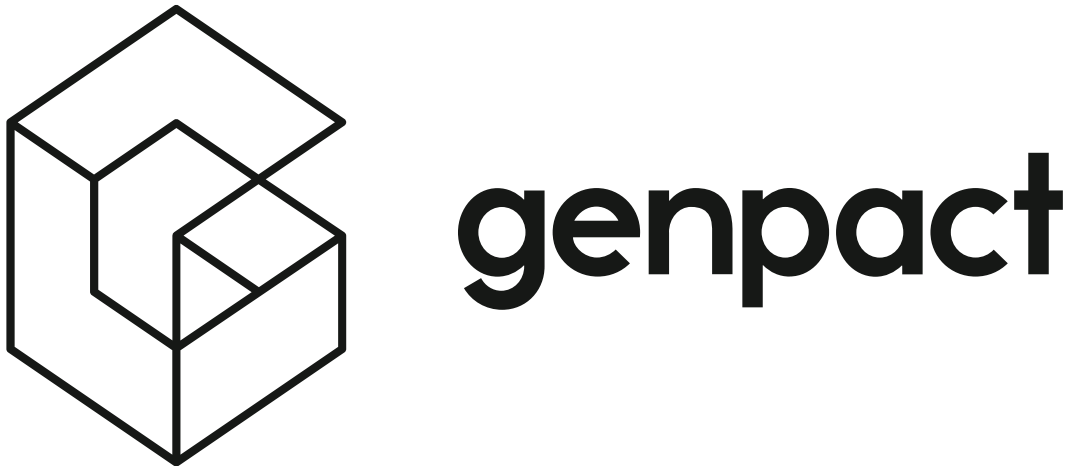
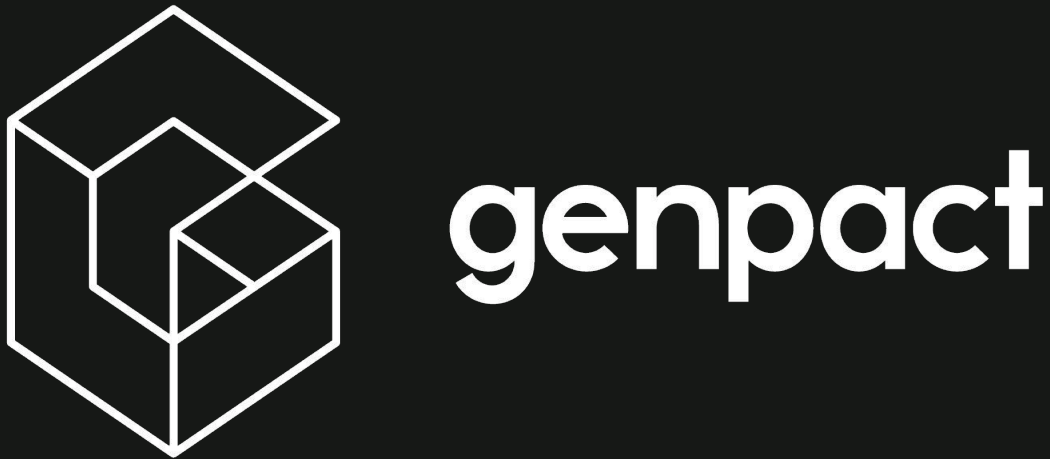
[Explore all Industries](#)

Design elements

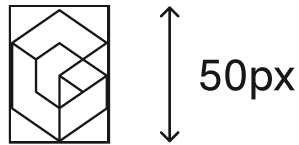
Logo & icon



Overview



Logo clearspace
& minimum size

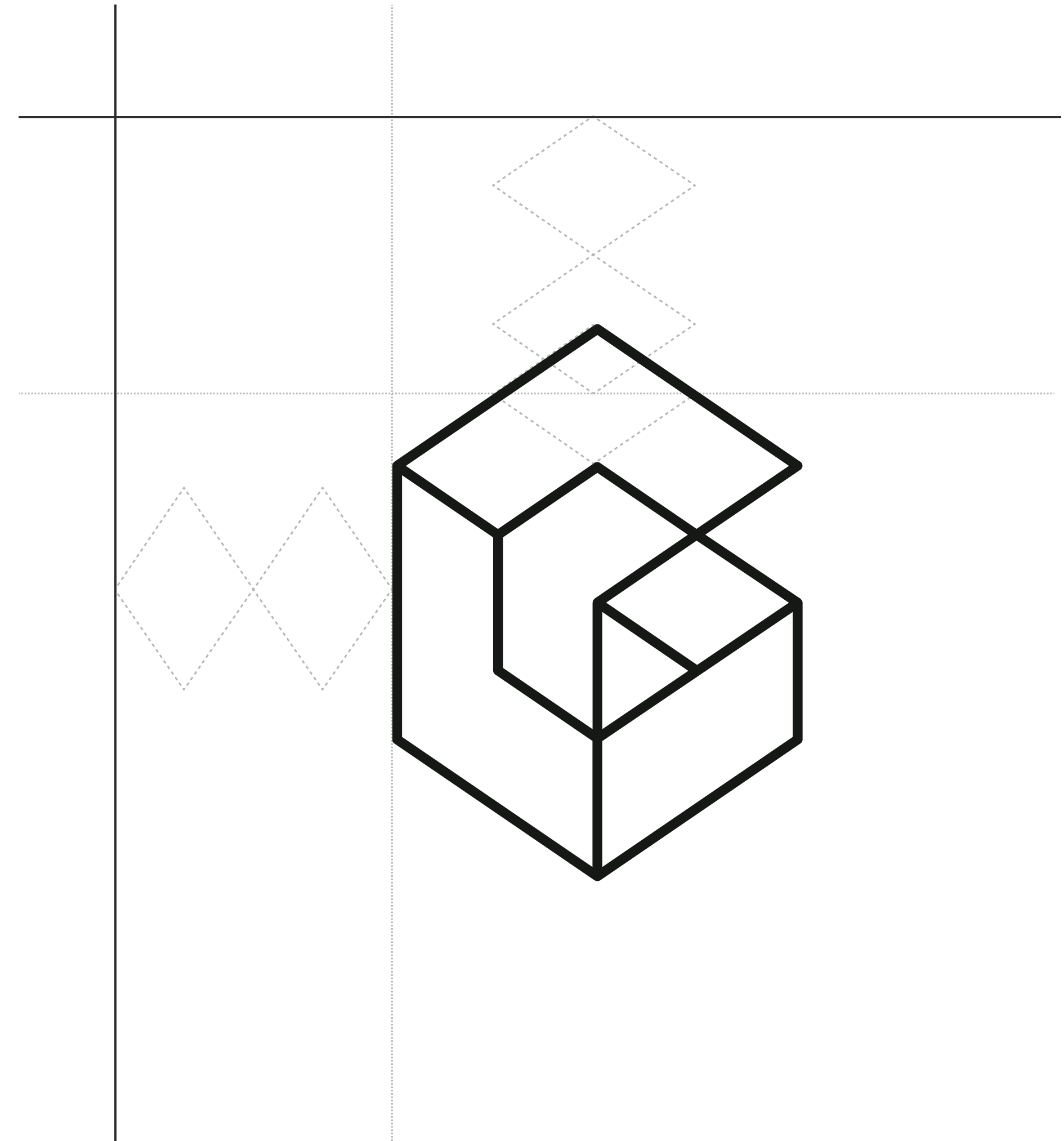
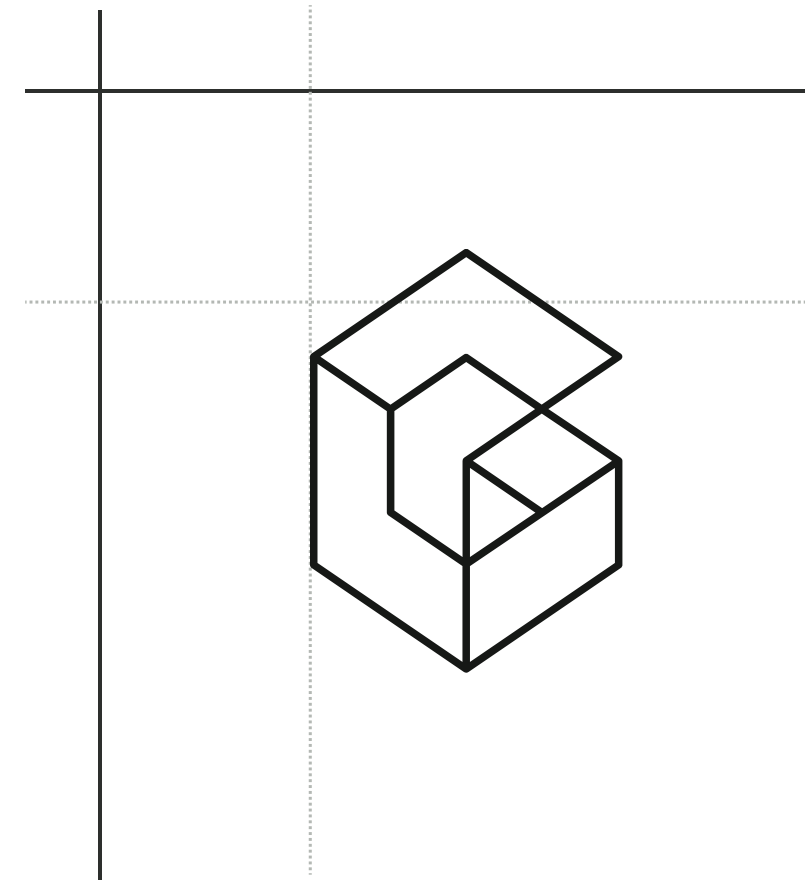


Minimum Logo size 50px



Icon clearspace

When used as an icon, leave at least the space of two diamonds from the sides, and one-and-a-half diamonds from the top or bottom.

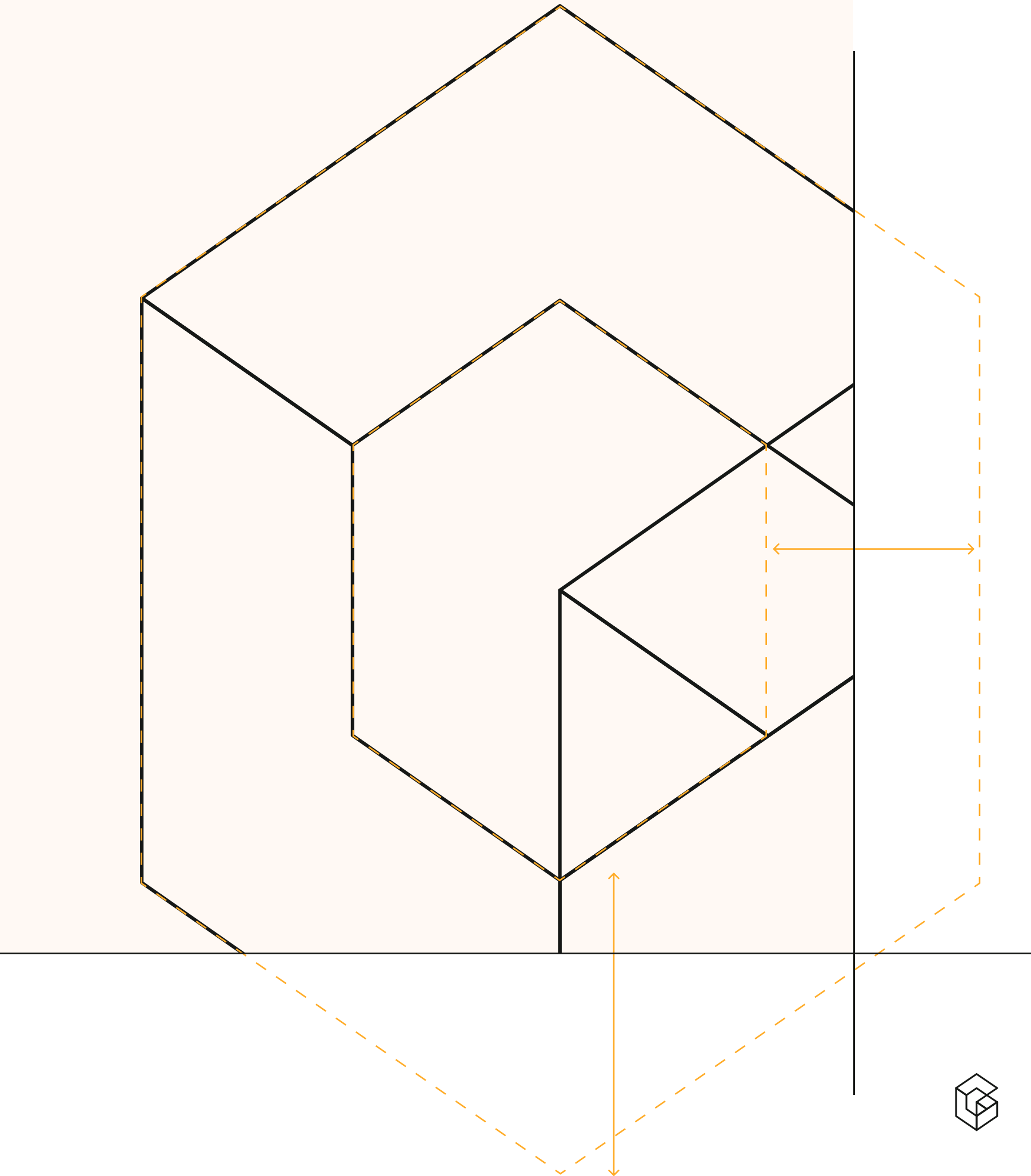
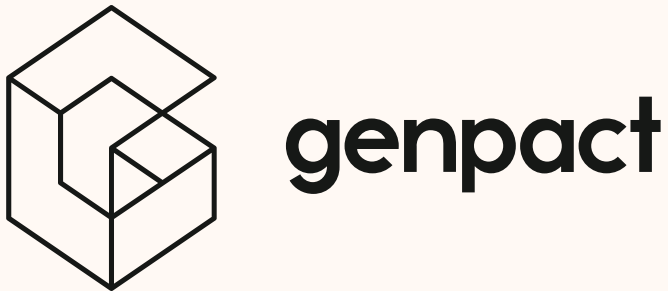


Icon as graphic

We can leverage our ‘G’ as specific graphic device — a dynamic graphical element to help create engaging and visually compelling layouts.

Crop the device half-way between the inside and outside elements of the shape.

Match the stroke to the weight of the logo used in your design to create harmony between the two elements, while also preventing the large device from becoming too heavy or too light in your design.



Co-branding

When showing a partnership, place the vertical bar between the two logos allowing the correct clearspace from Genpact’s logo.

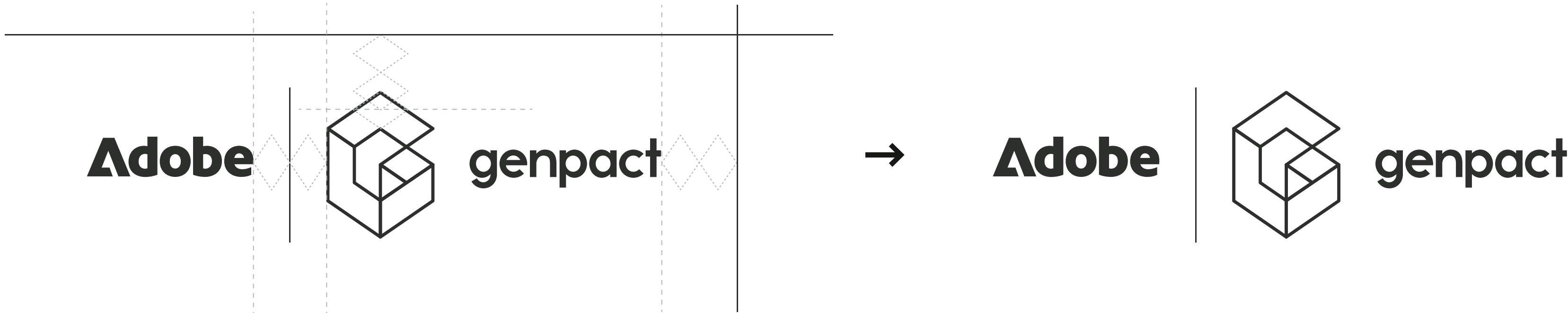
Visually balance the two logos in size — there’s no metric for doing this, but they should feel balanced in size, with neither feeling more prominent than the other.

Ensure that the stroke weight of the separating line is always one-third of the stroke weight of our 'G' logo.

Left-aligned logo

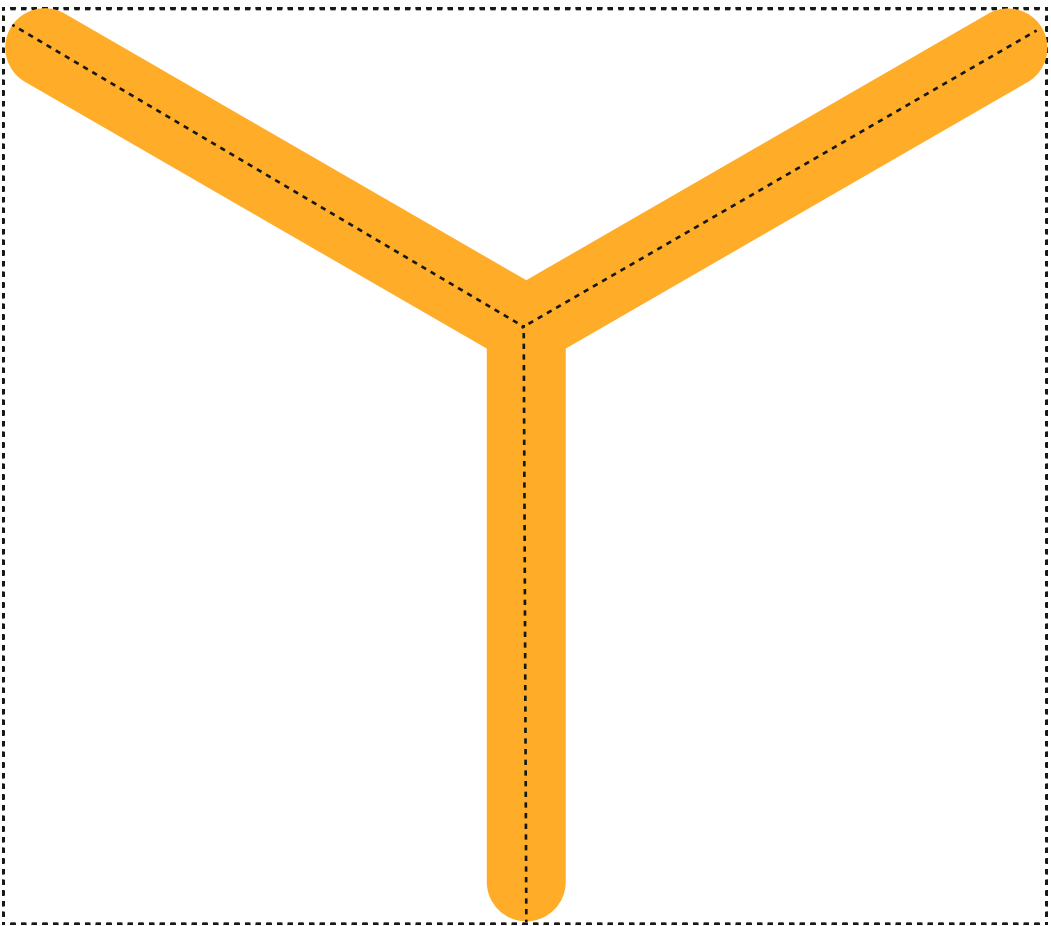
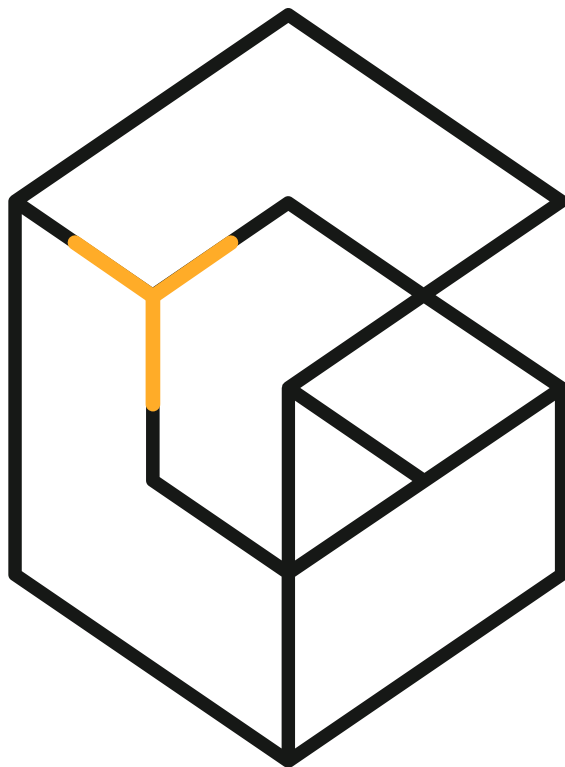


Right-aligned logo



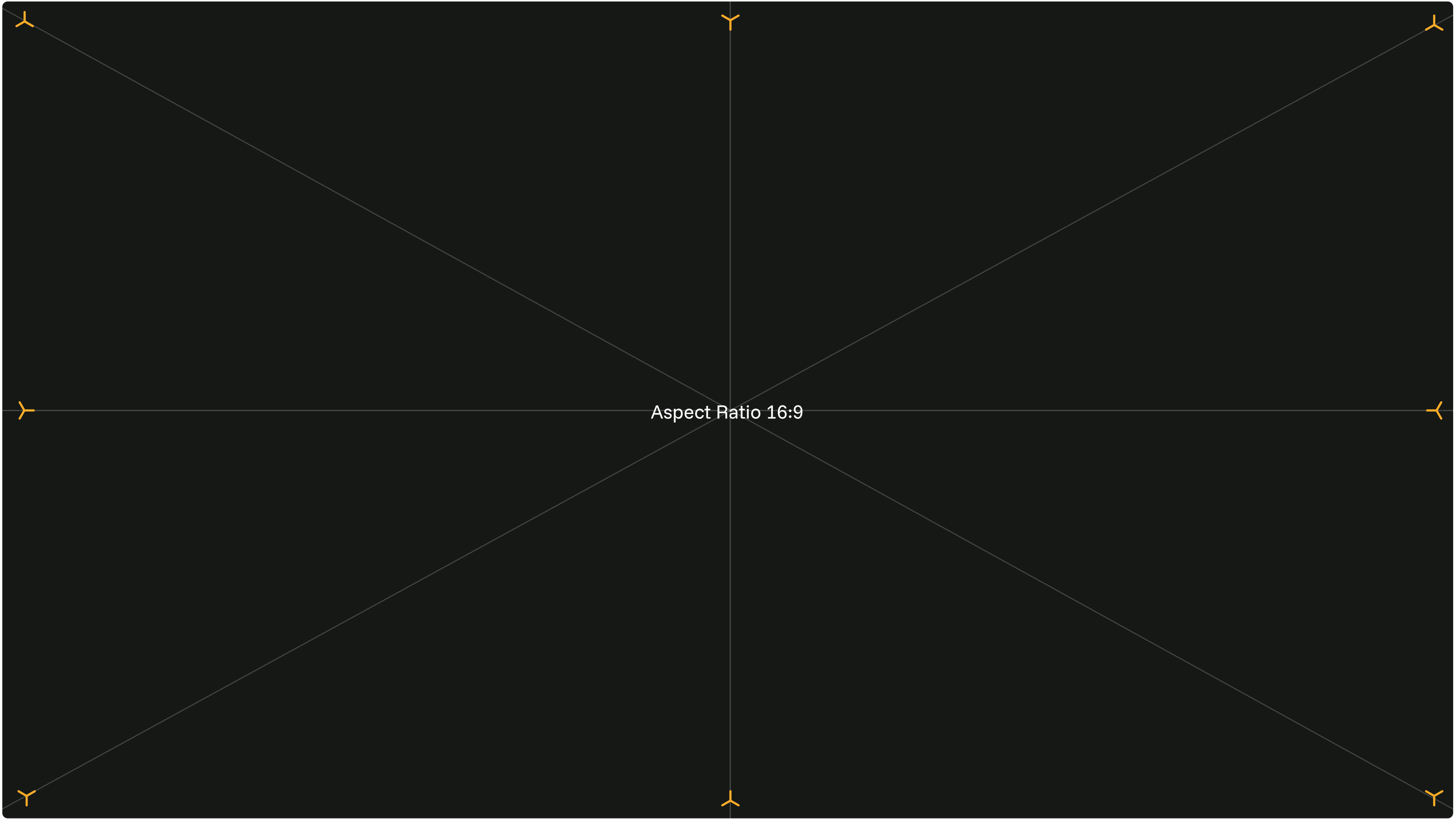
Wayfinder

Derived from our logo, we designed a wayfinder device that forms the foundation of a tech-inspired grid system.



Applying the Wayfinder

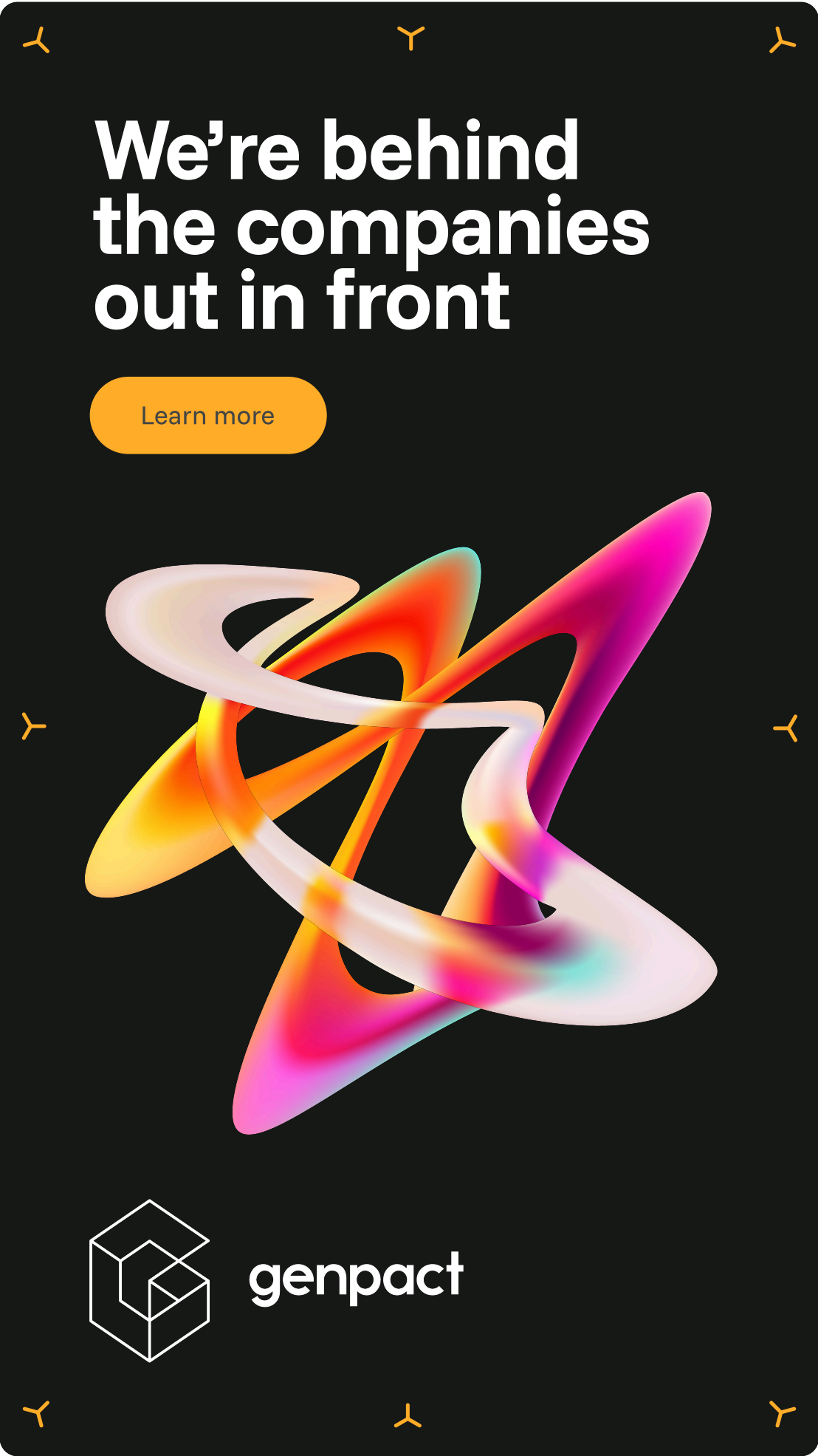
Our Wayfinder device forms a grid that is always inward-facing, aligning to emphasize messaging and subtly directing focus to key points.



Wayfinder in use

Our Wayfinder device forms a grid that is always inward-facing, aligning to emphasize messaging and subtly directing focus to key points.

Advertising



Email marketing



Aquisitions

Genpact also has a family of other amazing brands it's acquired or has a strategic working relationship with. In these special circumstances where a logo is already established in the marketplace, our brand may be more subtly connected.

This list will change over time - new logos may be introduced and others may become more integrated into Genpact's wider ecosystem.

Each of these logos should appear in their original colors. Genpact's logo will appear underneath the main logo (all lower case) with the words 'a genpact company' in either black or in white (depending on the background color).

- 1. This example shows the Genpact identifier left aligned with a spacing of 1/3 of X
- 2. This example shows the Genpact identifier left aligned with a spacing of 2/3 of X to accommodate the low hanging element in the logo above
- 3. This example shows the Genpact identifier right aligned to accommodate the low hanging element on the left side of the logo above



Logo misuse

It's important that our logo shows up correctly at all times. Here are some examples of things to avoid.

1. Don't use the word genpact without the icon
2. Don't rearrange the logo and icon
3. Don't rotate the logo or icon
4. Don't crop the logo and icon when they're together (Icon cropping is permitted)
5. Don't recolor the logo or icon
6. Don't use the logo or icon on backgrounds that don't contrast well
7. Don't change the perspective of the logo
8. Don't squash the logo or icon
9. Don't add effects to the logo
10. Don't put more than one logo or icon in close proximity to each other
11. Don't obscure the logo with other visual elements
12. Don't use our logo or icon with companies we've aquired



Genpact Ai Innovation Center

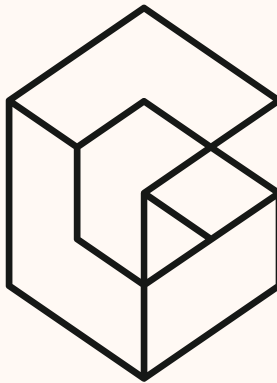
To help our clients develop applied AI solutions, create value, and transform faster, Genpact has launched AI innovation center.

Shown here are the logos that represent this service.

- 1. Linear logo
- 2. Stacked logo.

Ensure that the stroke weight of the separating line is always one-third of the stroke weight of our 'G' logo.

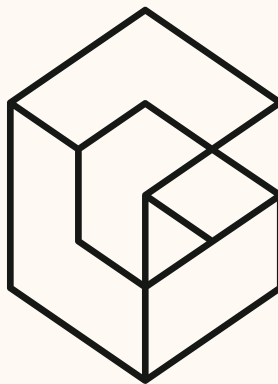
1



genpact

AI Innovation
Center

2



genpact

AI Innovation
Center



Design elements

Color palette



Color Palette

Midnight
#161916
22/25/22
12/0/12/90
Black 3C/U

RAL:
000 20 00
‘Slate Black’

First Light 01
#444744
68/71/68
4/0/4/72

RAL:
000 35 00
‘Brique

First Light 02
#6D706B
109/112/107
3/0/4/56

RAL:
000 55 00
‘Medium Grey’

First Light 03
#ADB1AC
173/177/172
2/0/3/31

RAL:
000 70 00
‘Light Grey’

Morning White
#FFFFFF
255/255/255
0/0/0/0

Sunrise White
#FFFAF4
255/250/244
0/2/4/0
PMS not
available

RAL:
070 93 05
‘Anemone
White’

Sunrise
Cream
#FFF2DF
255/242/223
0/5/13/0
9225C
9184U

RAL:
070 90 05
‘Off White’

Coral
#FF555F
255/85/95
0/75/43/0
1785 C/U

RAL:
Not available
Use paint mix
from PMS

Sunrise Gold
#FFAD28
255/173/40
0/30/85/0
1235 C
116 U

RAL:
080 80 90
‘Summer
Yellow’



Color hierarchy

Primary palette



Secondary palette



Color flood & accent combinations*

On Midnight backgrounds

Coral (accent)

Sunrise Gold (accent)

First Light 01

First Light 02

First Light 03

Morning White

Sunrise White

Sunrise Cream

On Morning White backgrounds

Coral (accent)

Sunrise Gold (accent)

First Light 01

First Light 02

First Light 03

Sunrise White

Sunrise Cream

On Sunrise White backgrounds

Coral (accent)

Sunrise Gold (accent)

First Light 01

First Light 02

First Light 03

Sunrise Cream

On Sunrise White backgrounds

Coral (accent)

Sunrise Gold (accent)

First Light 01

First Light 02

First Light 03

Morning White

Sunrise White



Design elements

Typography



Overview

Funnel Sans is a modern sans-serif typeface with both clarity and character.

The typefaces are inspired by the movement and shapes of data points.

Funnel Sans is a functional yet personal sans-serif, featuring both square and circular shapes in its letterforms.

Funnel Sans is open source and can be downloaded here:

<https://fonts.google.com/specimen/Funnel+Sans>

Funnel Sans Variable

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYy
1234567890
#(-7=@!/?S...

Funnel Sans defined weights

Funnel Sans Light
Funnel Sans Regular
Funnel Sans Medium
Funnel Sans SemiBold
Funnel Sans Bold
Funnel Sans ExtraBold

Alignment

We align our typography in two ways; left-aligned and centered.

**Headlines are set in
Funnel Sans Bold with
100% line heights**

Supporting copy is in Funnel Sans, with
120% line heights, regular spacing.

**Headlines are set in
Funnel Sans Bold with
100% line heights**

Supporting copy is in Funnel Sans, with
120% line heights, regular spacing.



Color combinations

On Midnight backgrounds

Headline

White

Small headline

Coral

Small headline

Sunrise Gold

Body copy

White

On white backgrounds

Headline

Midnight

Small headline

Coral

Body copy

Midnight

On Sunrise White backgrounds

Headline

Midnight

Small headline

Coral

Body copy

Midnight

On Sunrise White backgrounds

Headline

Midnight

Small headline

Coral

Body copy

Midnight



Typography misuse

It's important that our typography shows up correctly at all times. Here are some examples of things to avoid.

- 1. Don't right align text
- 2. Don't run text in Sunrise Gold on anything but a Midnight background
- 3. Don't use tight leading
- 4. Don't use sizes that are too similar together
- 5. Don't rotate type
- 6. Don't use other fonts (even for campaigns)
- 7. Don't use all caps in headlines
- 8. Don't use color in body copy

1



AI. Don't be
just in time
to be too late.

2



AI. Don't be
just in time
to be too late.

3



AI. Don't be
just in time
to be too late.

4



Heading
Subheading

5



AI. Don't be
just in time
to be too late.

6



AI. Don't be
just in time
to be too late.

7



AI. DON'T BE
JUST IN TIME
TO BE TOO LATE.

8



AI. Don't be
just in time
to be too late.



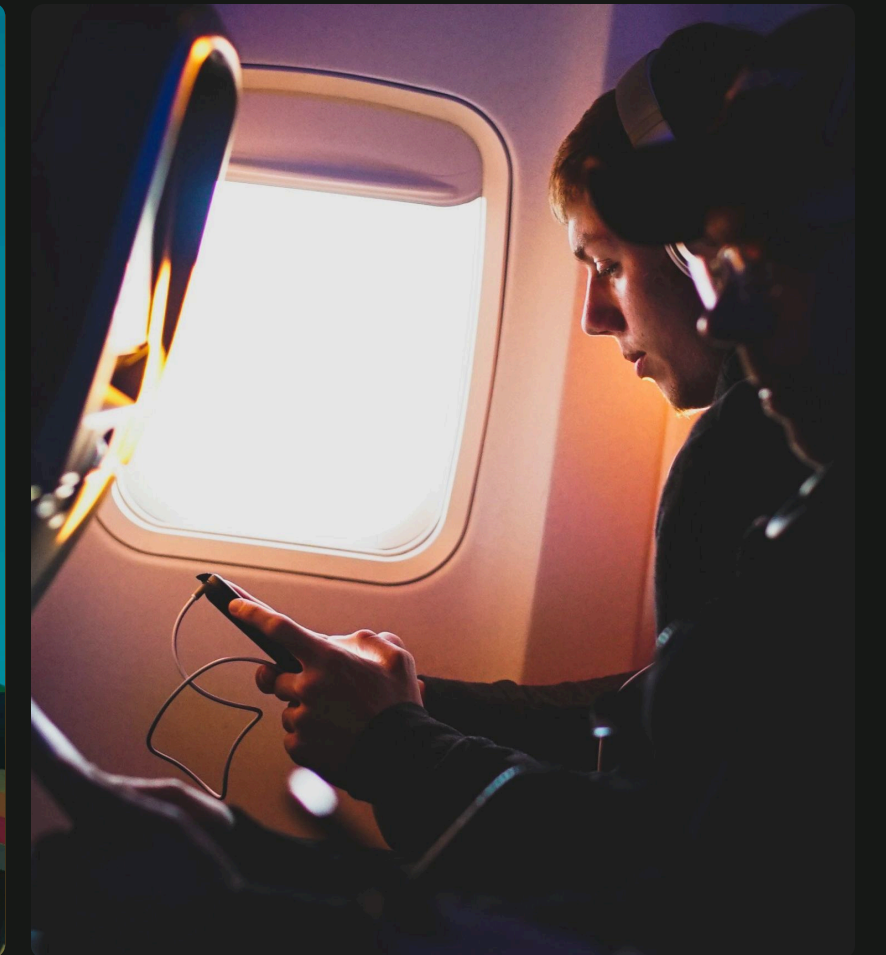
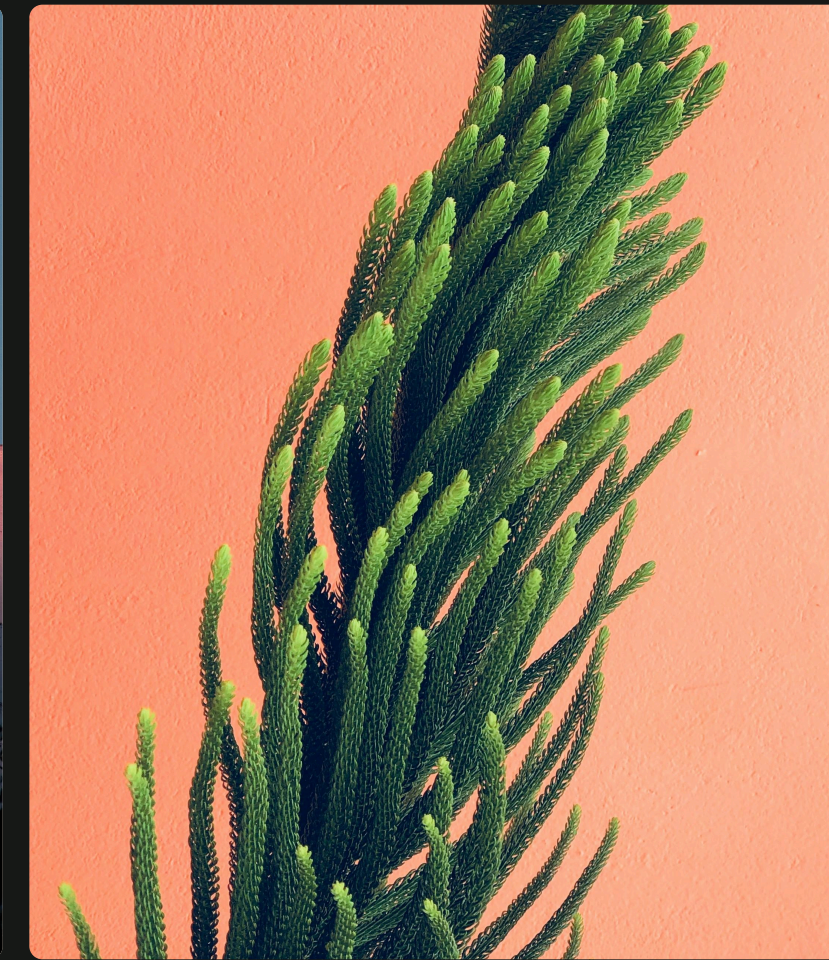
Design elements

Imagery



Style & quality

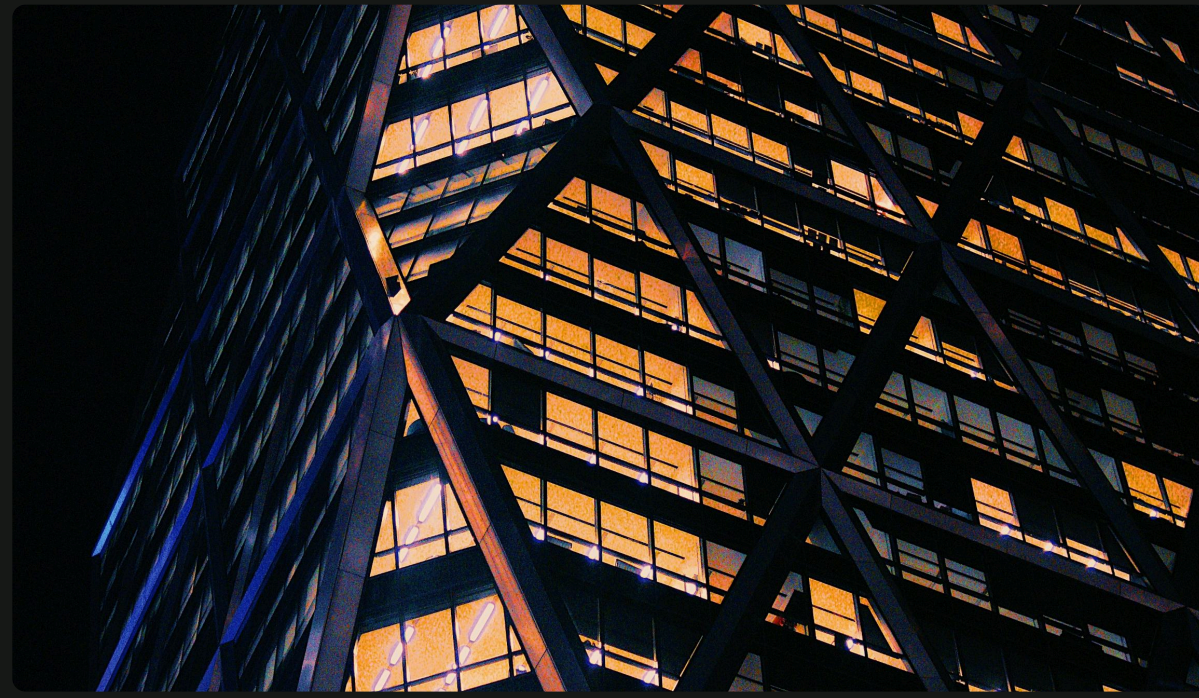
Vibrancy comes from our imagery. While black and white provide a bold foundation, our visuals introduce dynamic pops of color. Imagery adds contrast and energy, enhancing the brand while our core colors maintain a clean, sophisticated look.



Style & quality

Imagery should show the scope and scale of Genpact's impact.

Modern, clear and optimistic, photography should aim to avoid strong perspective lines, instead showing lots of parallel lines to create a calm feeling, with the drama being provided by scale.



Specific Application



Specific Application

Video



Opening frame

Shown here is a basic logo reveal opening screen for our videos. Use this at the beginning of Genpact videos.

The video begins with a Midnight screen before our logo fades in.

Motion description:
Logo ease in and ease out.
Fast to slow.
Opacity 0% – 100%.



Opening frame: co-branding

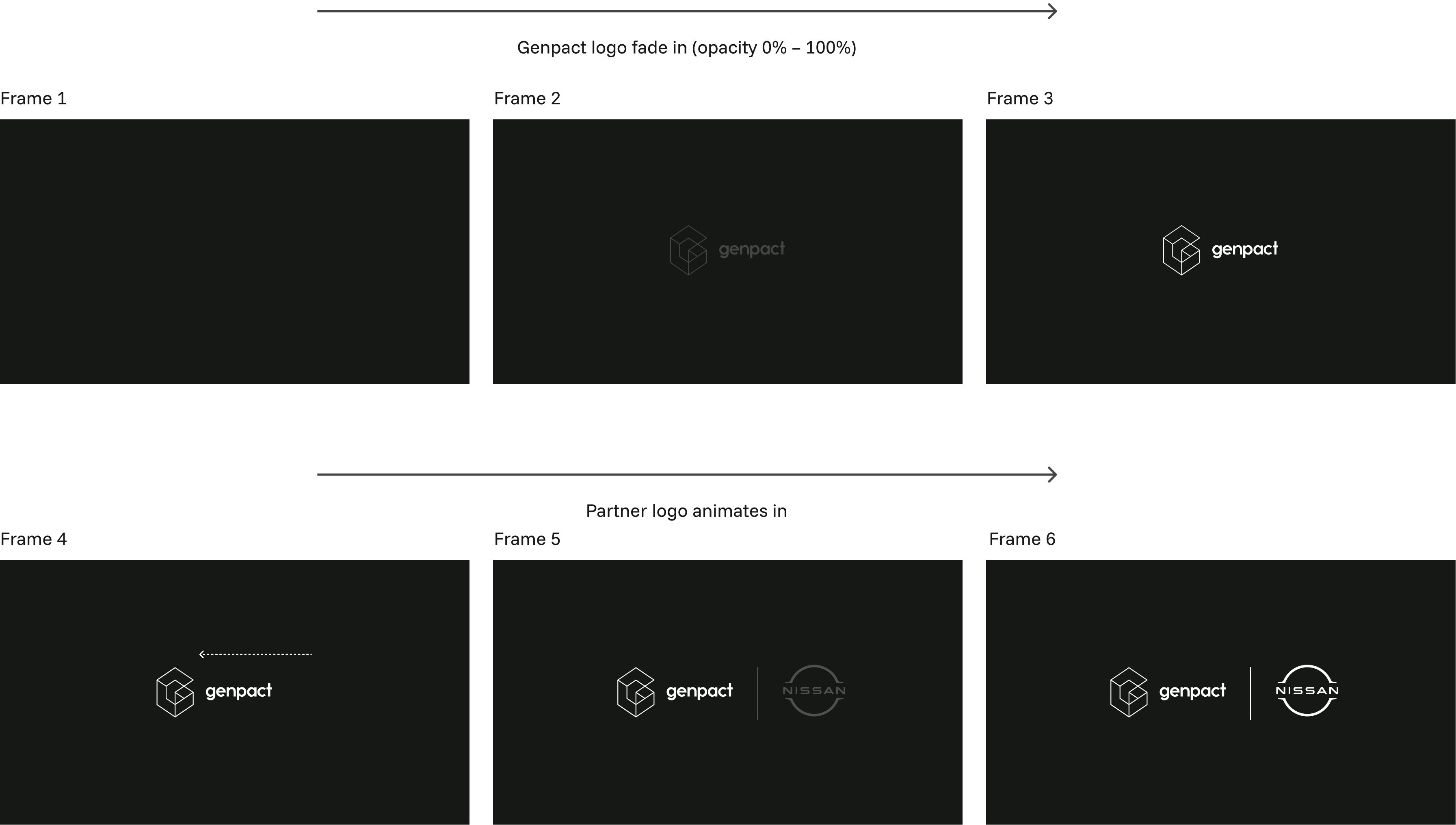
Shown here is a basic co-branded logo reveal opening screen for our videos. Use this at the beginning of co-branded Genpact videos.

The video begins with a Midnight screen before our logo fades in. Our logo quickly moves to the left and the partner logo and dividing line fade in.

Motion description:

Genpact logo ease in and ease out.
Fast to slow.
Opacity 0% – 100%.

Partner logo ease in and ease out.
Fast to slow.
Opacity 0% – 100%.



End frame

Shown here is a basic logo end frame for our videos. Use this at the end of Genpact videos.

The video ends with our logo on screen before fading out.

Motion description:

Logo ease out and ease in.

Fast to slow.

Opacity 100% – 0%.



Logo ease out and ease in - opacity 100% – 0%

Frame 1



Frame 2



Frame 3



Text on screen: basic

01–02
Shown here are basic centred text frames for our videos. Use either a Midnight background with white text or white background with Midnight text.

03–04
Shown here are basic left aligned text frames for our videos. Use either a Midnight background with white text or white background with Midnight text.

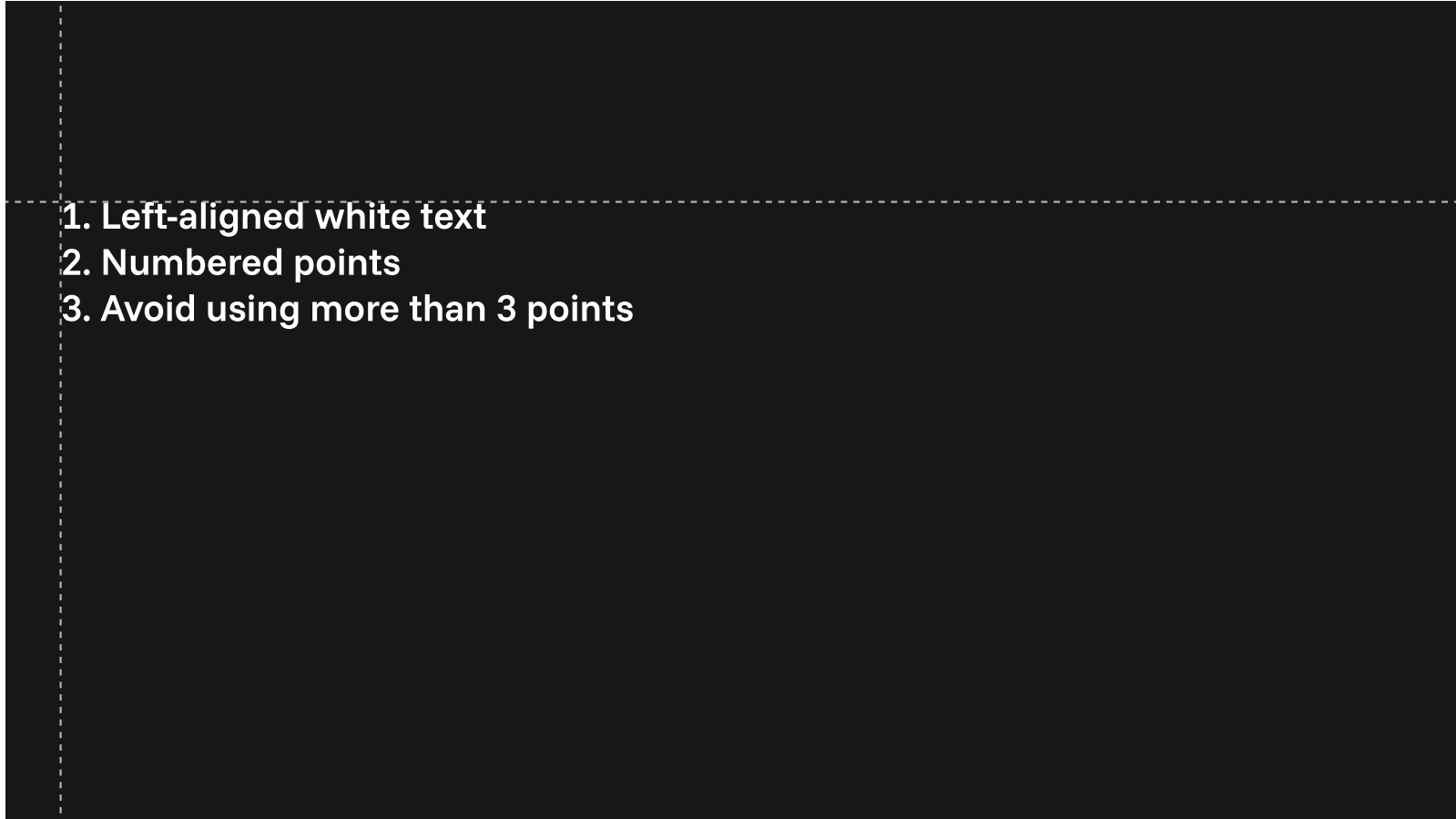
01



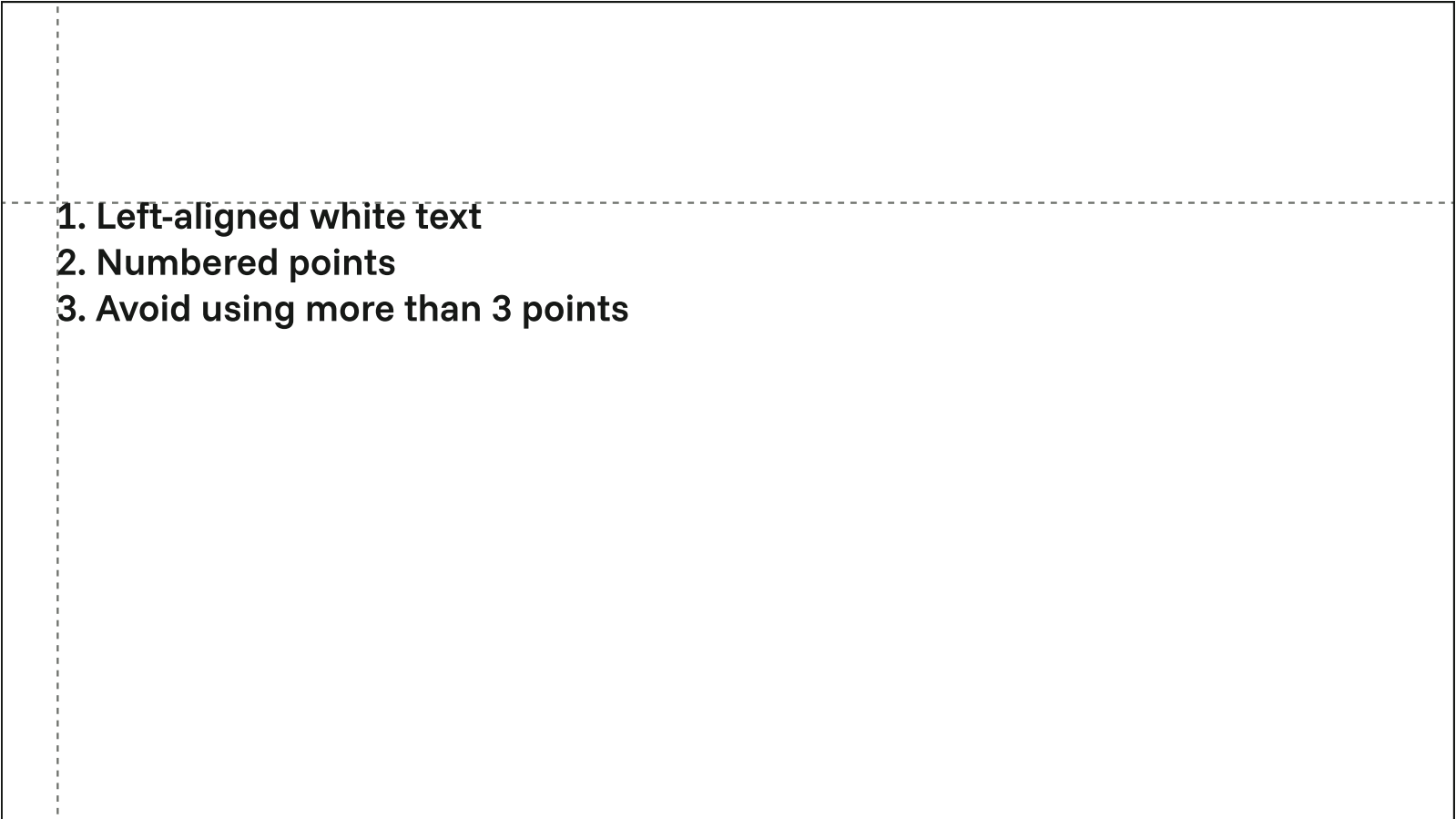
02



03



04

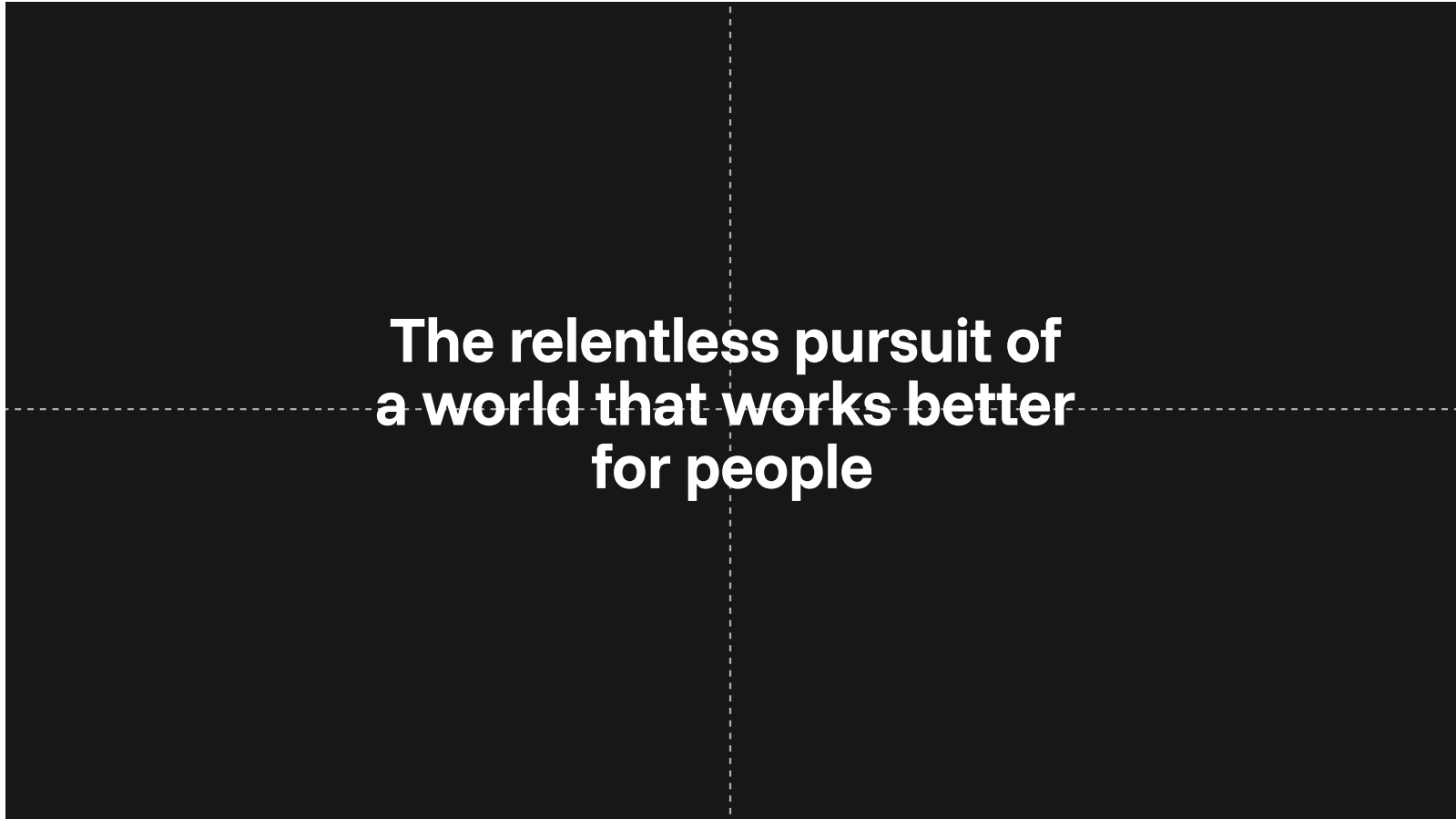


Text on screen: expressive

01–02
Shown here are centred expressive text frames for our videos. Use either a Midnight background with white text or white background with Midnight text.

03–04
Shown here are centred expressive text frames for our videos. Use either a Midnight background with Sunrise Gold and white text or white background with Midnight text.

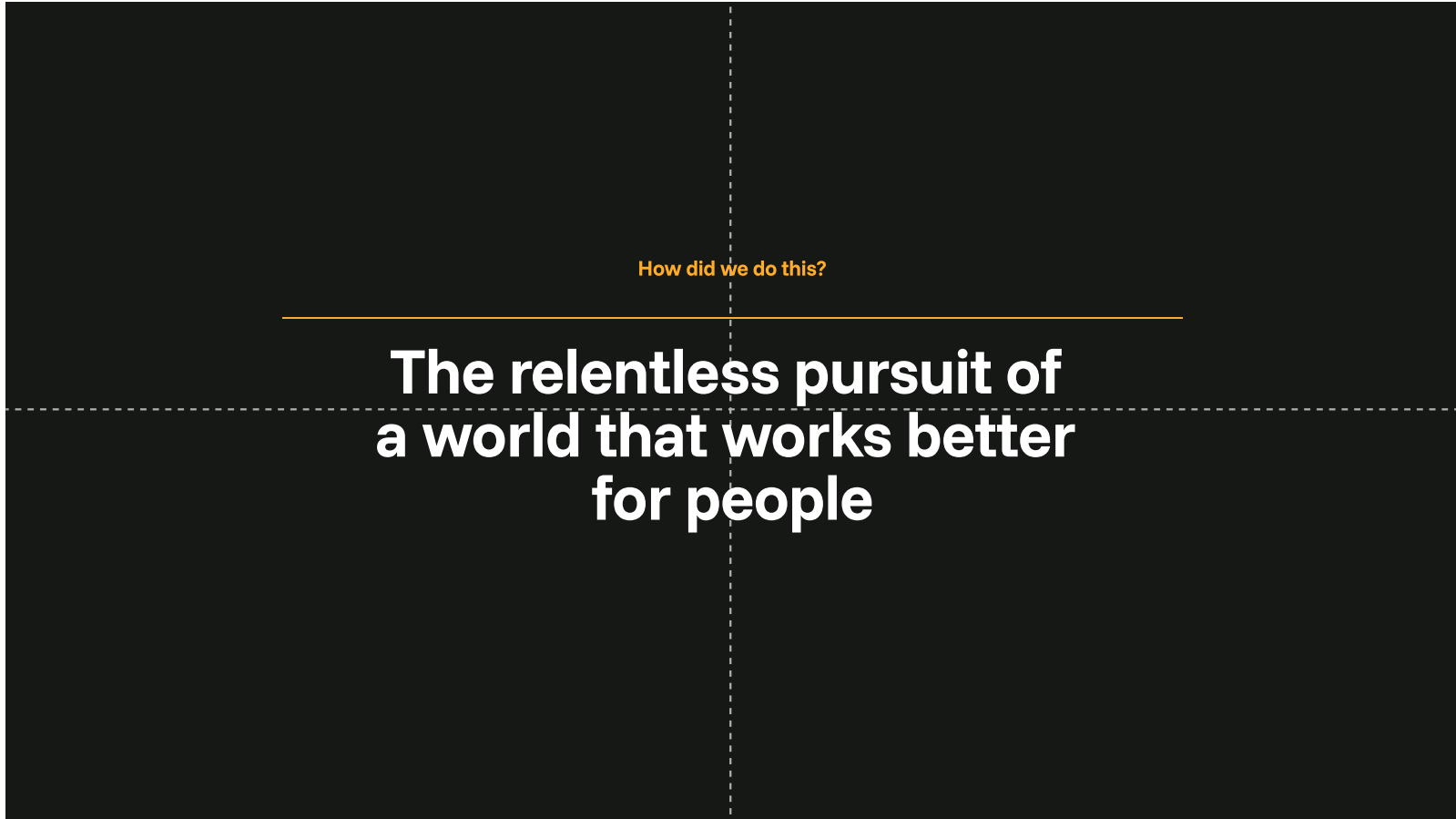
01



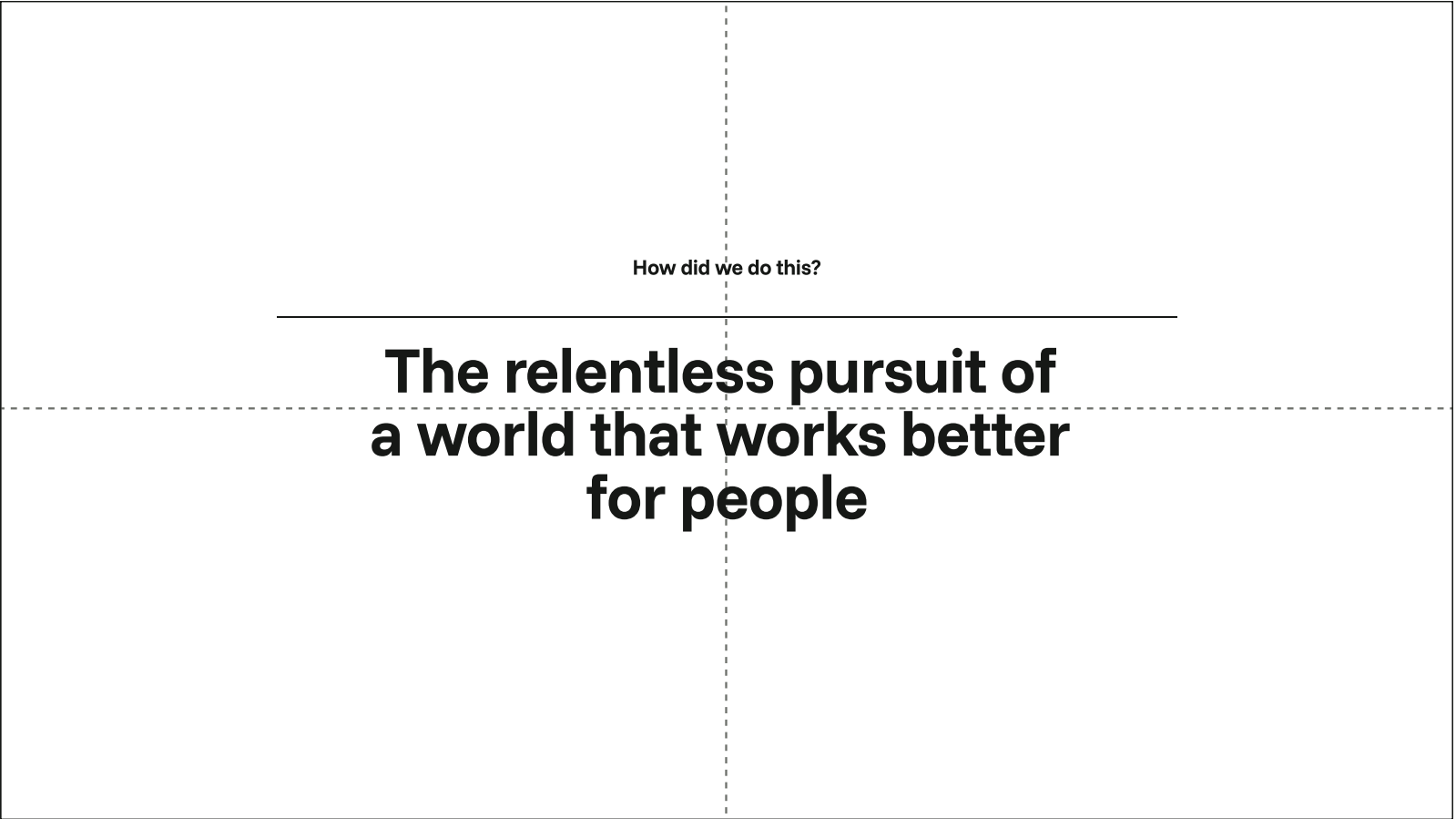
02



03



04



Text on screen: on imagery

01-02
Shown here are centred expressive text on dark and light imagery, respectively. Set the text in white and use a drop shadow with the following specifications:

Position: X0 Y0
Blur: 15
Colour: Midnight
Opacity: 60%

03
Shown here are centred expressive text bright imagery imagery. Set the text in Midnight. Avoid using a drop shadow for text on very bright imagery. It creates a grubby effect.

04
Avoid using text over complex images. The lack of contrast makes it difficult to read.

01



02



03



03

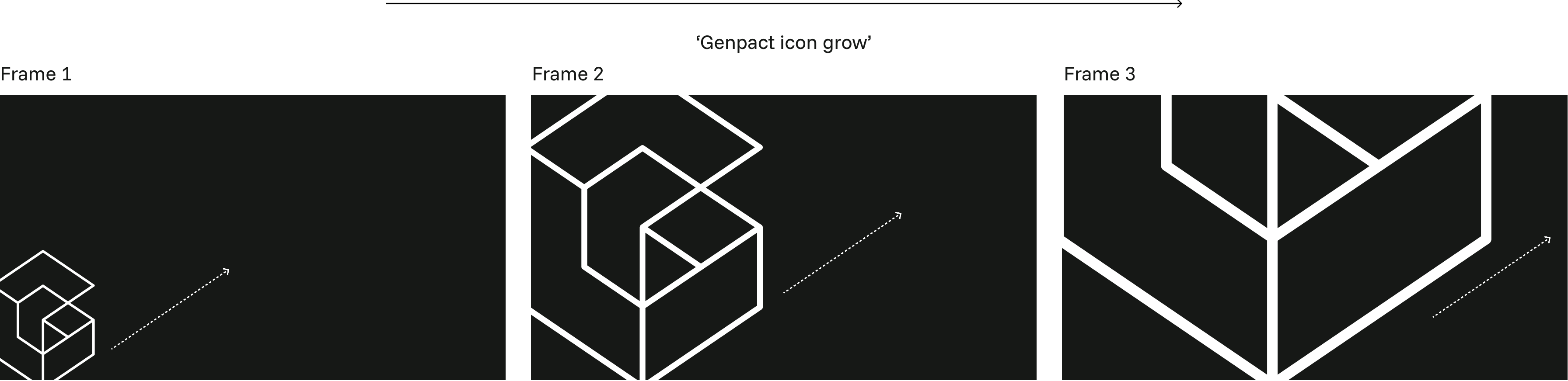
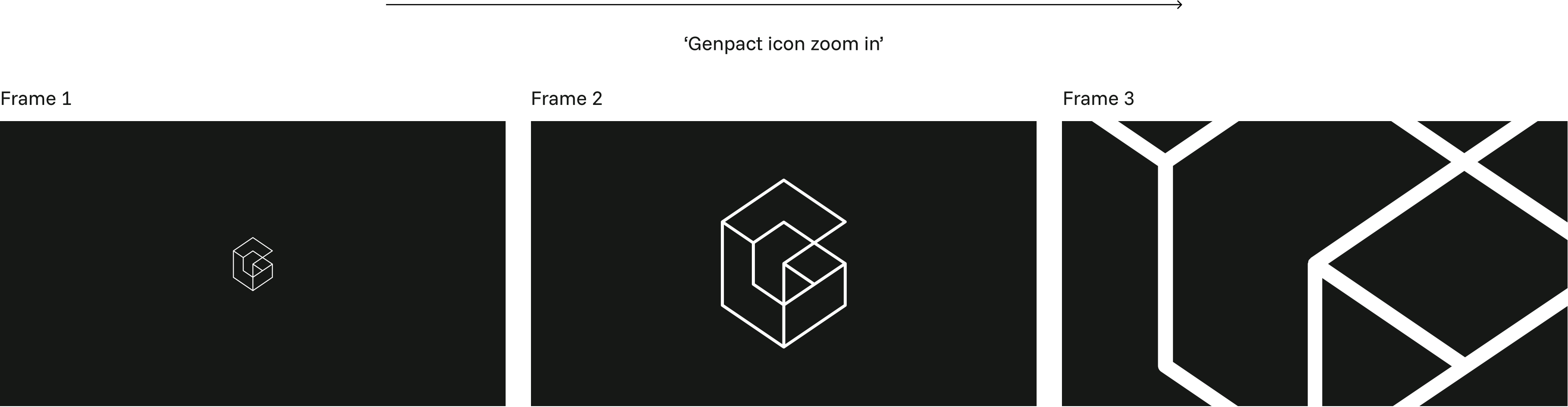


Transitions

Shown here are two transition examples.

‘Genpact icon zoom in’:
A quick zoom in to the icon. Ends with dissolve.

‘Genpact icon grow’:
A quick scaling of the icon from bottom left to top right. Ends with dissolve.



People on screen

The rule of thirds is a structure for framing a subject. It creates a more dynamic and engaging composition as well as directing the viewers focus to most important areas of the frame.

Tips for good composition:

1. Position the subject off-center along a vertical line.
2. Place the subject's eyes on one of the top third nodes.
3. Have the subject face the opposite side of the frame.



Lower third & logo bug: on light backgrounds

Lower third:

Shown here is an example of our lower third treatment on a light background. We call it 'Titles with Wayfinder'. We use this consistent style for all our films.

Specifications:

Text background - Midnight with 50% opacity.
35 degree angle edge.
Genpact Wayfinder device in Sunrise Gold.
White text - Funnel Sans Bold and Light.

Logo bug:

Our logo bug is always seen as a white watermark at an opacity of 75% over footage in the bottom right corner. White has better contrast than Midnight on the the majority of backgrounds.



➤ **Peter Kivinkos**
Head of operations
Genpact



Lower third & logo bug: on dark backgrounds

Lower third:

Shown here is an example of our lower third treatment on a light background. We call it 'Titles with Wayfinder'. We use this consistent style for all our films.

Specifications:

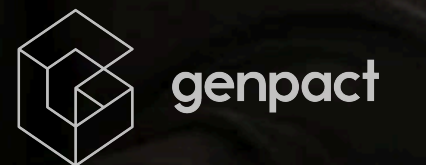
Text background - Midnight with 50% opacity.
35 degree angle edge.
Genpact Wayfinder device in Sunrise Gold.
White text - Funnel Sans Bold and Light.

Logo bug:

Our logo bug is always seen as a white watermark at an opacity of 75% over footage in the bottom right corner. White has better contrast than Midnight on the the majority of backgrounds.



➤ **Sanjeev Vohra**
Chief Technology and Innovation Officer
Genpact



Brand in Action




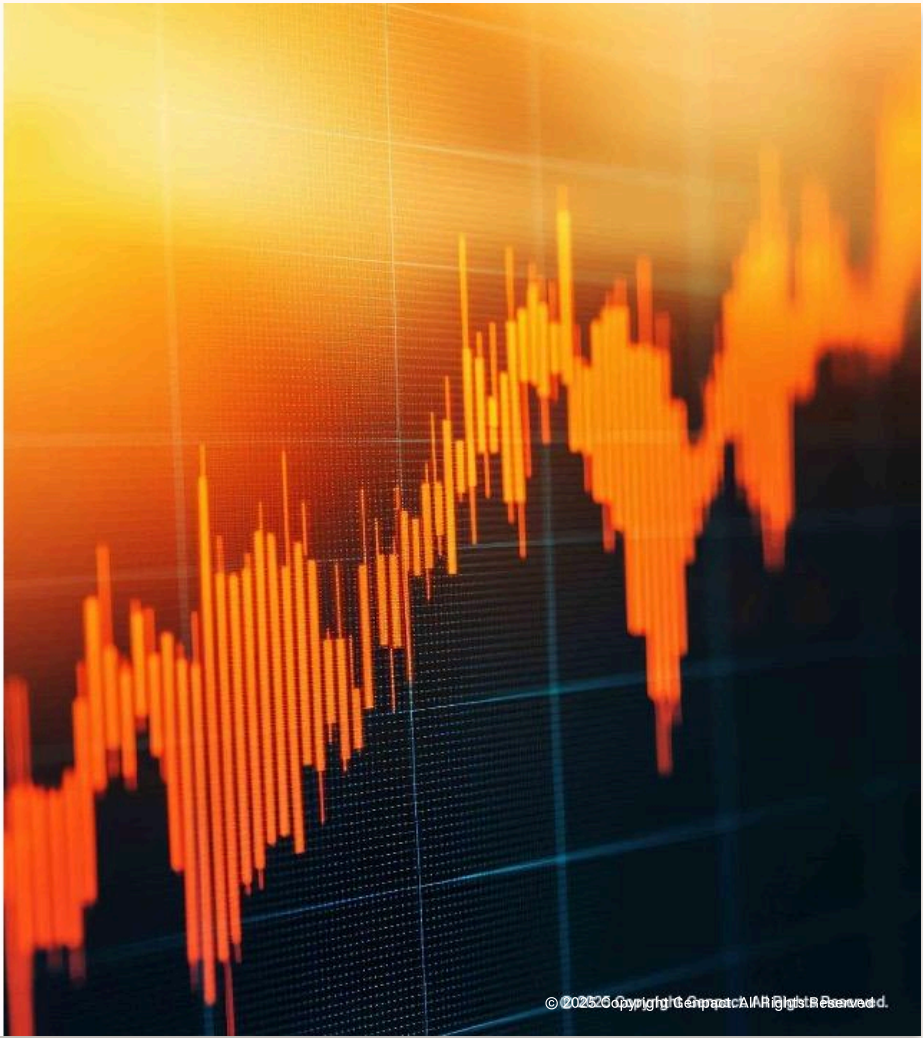
PowerPoint:
light mode




Title Slide

Innovation into action





© 2025 Copyright Genpact. All Rights Reserved.



Making three points on one page

21

Who we worked with

What they needed


How we helped

Replace disconnected processes requiring multiple, time-consuming manual interventions with a user-friendly, end-to-end, automatically orchestrated, and integrated system.

Dropbox's software is used by 700 million users in 180 countries to collaborate seamlessly and deliver work faster.

Dropbox selected Genpact as its consulting and implementation partner to deploy Sourcing and Procurement Operations to build a highly efficient, cross-functional, transparent purchasing experience for all employees and vendors.

© 2025 Copyright Genpact. All Rights Reserved.



The numbers tell the story

25

\$1.6B

\$1.1T

Total addressable market

81%

36%

Business mix

3%

10%

Growth rate

© 2025 Copyright Genpact. All Rights Reserved.



Break Slide

Part Two

19



© 2025 Copyright Genpact. All Rights Reserved.



PowerPoint:
dark mode




Title Slide

Innovation into action





© 2025 Copyright Genpact. All Rights Reserved.



Making three points on one page

6

What they needed

Dropbox selected Genpact as its consulting and implementation partner to deploy Sourcing and Procurement Operations to build a highly efficient, cross-functional, transparent purchasing experience for all employees and vendors.

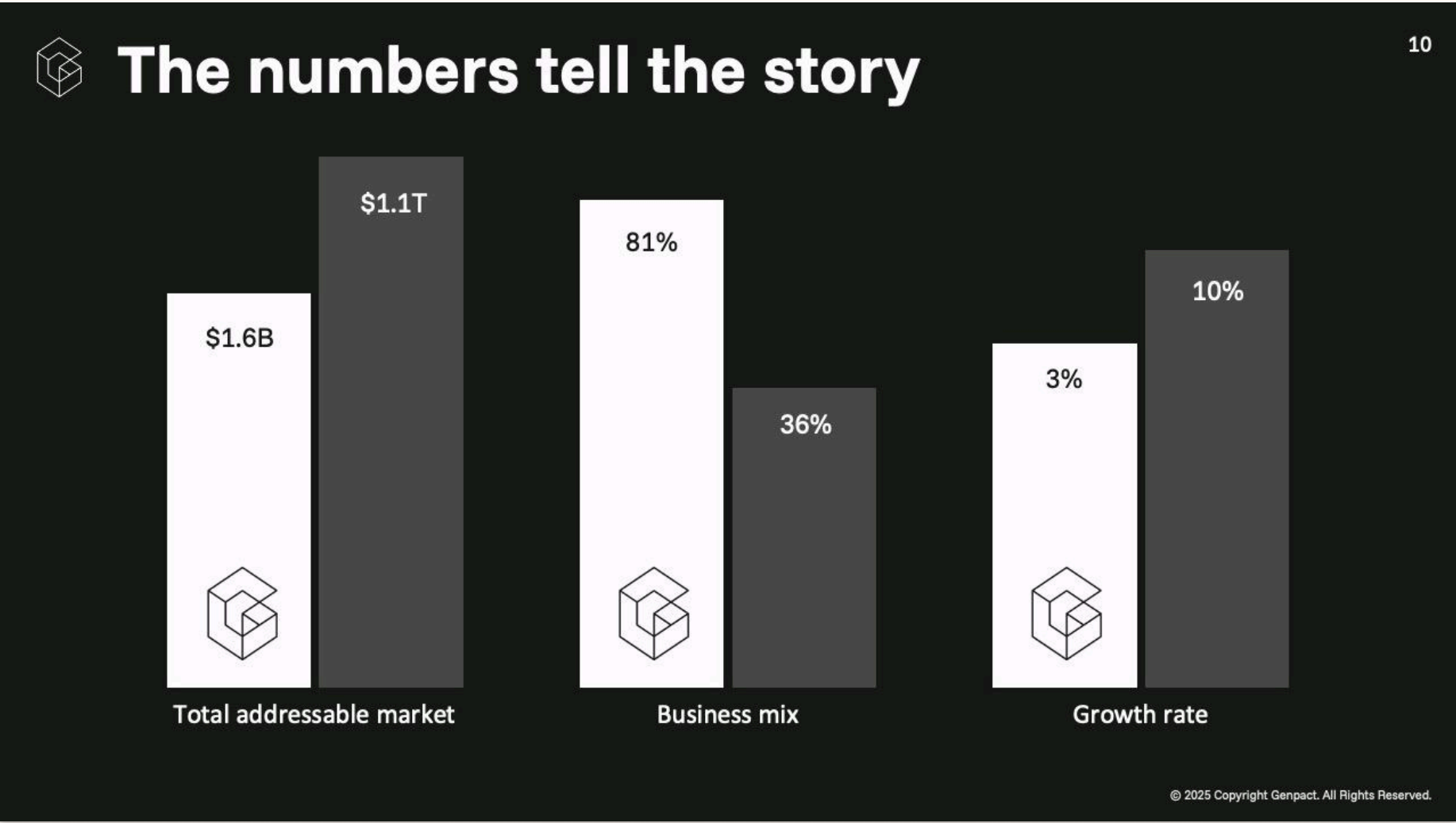
Who we worked with

Replace disconnected processes requiring multiple, time-consuming manual interventions with a user-friendly, end-to-end, automatically orchestrated, and integrated system.

How we helped

Dropbox's software is used by 700 million users in 180 countries to collaborate seamlessly and deliver work faster.

© 2025 Copyright Genpact. All Rights Reserved.





Break Slide

Part Two



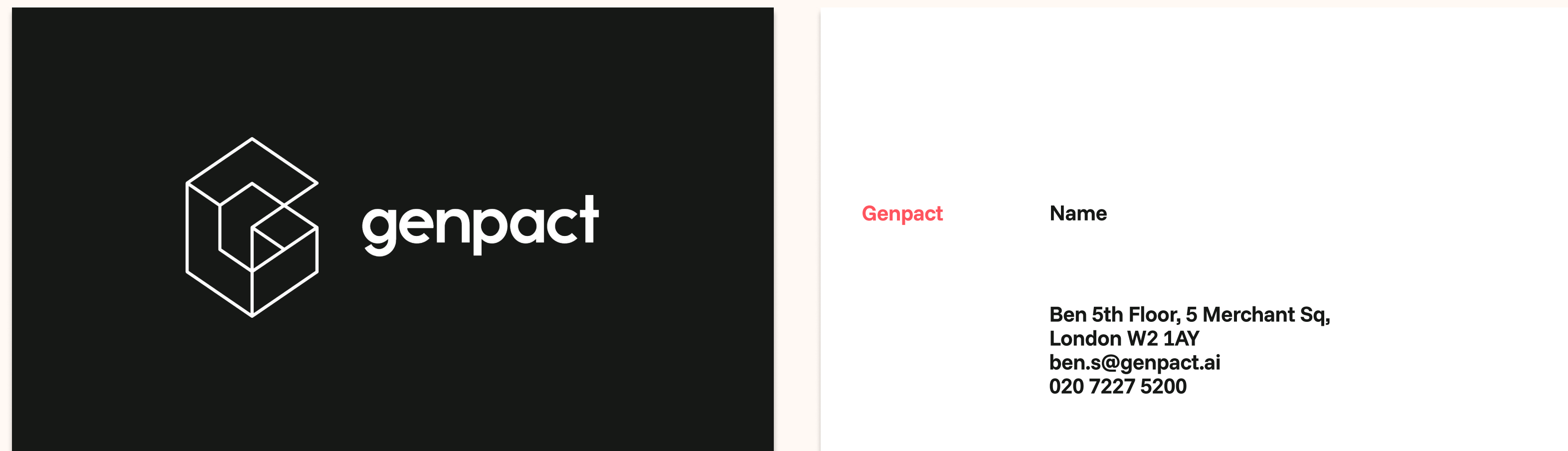
© 2025 Copyright Genpact. All Rights Reserved.



Signage



Business card



Email signature

and attaching the contact report from our most recent call with the client

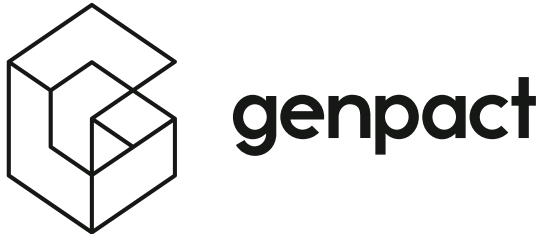
Thanks,

Firstname

Firstname Lastname

Chief Marketing Officer
020 7227 5200

—
Genpact, 5th Floor,
5 Merchant Sq, London W2 1AY



Video call backgrounds

