



The 20th anniversary brand guidelines

F.A.Q document | Genpact Marketing

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genpact



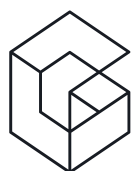


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The 20th anniversary brand guidelines FAQ document

1.Introduction

Welcome to the FAQ document for Genpact's 20th anniversary brand guidelines. This is developed to help you understand, embrace, and apply the refreshed brand identify effectively in your business operations.

1.1. Overview of the 20th anniversary brand guidelines

<To be added to explain what the 20th anniversary brand is, and why we are launching it. Also, share what is changing at a high level>

1.1.1. How does the updated brand impact you?

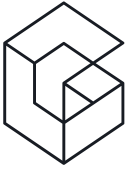
Shifting our perception from BPO to advanced tech leader will be vital in pulling off our GenpactNext strategy. Every single Genpact employee will be vital in making it happen. Through our updated brand, we will collectively present Genpact as a consistent and modern technology brand.

1.1.2. How will this impact our clients and partners?

This change across our visual identity and tone-of-voice will signal a wider company change in the minds of our clients. It gives us an opportunity to reshape the way we speak to clients, reshape the offering our clients expect from us, and help us to reshape the value we deliver to our clients' businesses.

1.1.3. What are the key elements of the updated brand

- A new brand playbook
- A new messaging playbook
- A refreshed logo and icon
- A monochromatic color palette with color highlights
- A new font for everything: Funnel Sans Variable (already pre-downloaded onto your computer)
- A New PPT template
- A New Word template
- A refreshed corporate deck
- New email signatures
- New business cards
- New virtual backgrounds for MS-team meetings
- New imagery styleguide
- Plus much more



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1.1.4. What are the timelines by which we need to move to this updated brand identity?

Everything that comes out of Genpact from now on should be in the updated brand. However, we know some assets will take some time to rebrand. Please work with your Marketing partners if you have any questions about updating the branding of your area of Genpact.

1.1.5. What is changing based on this updated brand identity?

Everything that you can see, read or interact with should be refreshed with the updated brand.

1.2. Using the new guidelines

1.2.1. Where can I find the Brand Playbook?

The Brand Playbook / Guidelines is available on the Genpact brand source website - under the Brand assets section.

You can also access it on GSocial from The Genpact Brand tab on the left navigation.

1.2.2. Can I still use the old branding material?

No. All materials should be using the updated brand guidelines beginning January 2nd, 2025. Only the updated brand guidelines can be used for all business operations and communications. Please update all existing materials as soon as possible. If you're having any difficulty, reach out to brandsupport@genpact.com for support.

1.2.3. What should I do if I am unsure of how to use the brand guidelines?

You can view and learn from our recorded training sessions or send an email to brandsupport@genpact.com and someone from the brand / Genpact Studios team will assist you.

1.2.4. Are there any specific rules for external vs. internal usage of the brand?

The updated Genpact brand should be consistent no matter where it shows up.

1.2.5. How do the guidelines affect digital channels like social media?

All non-sensitive Genpact materials are available for use on employees' personal social media. Genpact-branded social media content, or partner content, should always go through a social media specialist from Marketing. They will have the most up-to-date branding and will ensure integration with the larger Marketing strategies for maximum impact.

1.2.6. How do the guidelines affect events?

We will be refreshing all event materials. Please see your Marketing or events partner for more information.



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1.2.7. If my team has specific branding needs or existing material which need to be rebranded, what should we do?

If it is a PowerPoint deck, Word document or other common artifact, please watch the trainings and use the updated templates to align your materials with the new brand. If you don't feel comfortable updating the materials yourself, or if you're unable to do so, please reach out to your Marketing partner and they will direct you to the right avenue.

1.2.8. Is there a team who can review if the material created is on brand and complies the new guidelines?

Yes. There are multiple ways to have materials reviewed: submit materials to brandsupport@genpact.com, submit a review request with Genpact Studios, or attend a brand Drop In session and request a review there.

1.2.9.

1.3. Training and support

1.3.1. Will there be training sessions or workshops?

Yes. There will be pre-recorded trainings available in the [Brandsource portal](#), there will be Genome brand modules available, and there will be Drop-In sessions with the Brand and Creative teams to field any questions.

1.3.2. Who should I contact for questions or approvals related to branding?

Contact the branding team at brandsupport@genpact.com for guidance

1.3.3. Will there be a helpdesk or point of contact for urgent issues/queries?

Yes, you can write to the Brand team mailbox: brandsupport@genpact.com.

1.3.4. How will the new employees be trained on the new guidelines?

We are developing a genome training session for all new as well as existing employees.



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1.4. Employee engagement

1.4.1. How can employees best contribute to the updated brand?

The Genpact brand is in the hands of every single employee. Everyone can own the brand by reviewing the visual guidelines and messaging guidelines, download all of the brand assets and update your materials as soon as possible. We look forward to seeing what you create!

1.4.2. What tools are available for employees to ensure compliance with the new brand guidelines?

Make sure you understand the way we use each of the brand components by familiarizing yourself with the guidelines. But here are some quick tips to help:

- Make sure there's enough space around the logo
- Updated materials should be totally black and white, with color only used for small highlights. That way imagery, graphics and data will stand out more.
- Use imagery with a macro or micro perspective where possible
- Negative space is your friend, use it
- Be optimistic and conversational in your tone-of-voice



Thank you

For further information, please contact:

brandsupport@genpact.com

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