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 Genpact Next 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 industry 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

Brand Platform

Who we are

Who we are

Species
How we describe our company

Global advanced technology services and solutions company

Who we are

Purpose
Why we exist

The relentless pursuit of a world that works better for people

Who we are

Core values
What we believe. The bedrock of how we operate

Courageous	Curious	Inclusive	Integrity	Incisive

We fail fast and win big

We embrace uncertainty

We create and sustain change

We believe anything is possible and seek to uncover new ideas

We fully celebrate our diverse world

We're open to new voices, and differing opinions

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

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

Brand Platform

What we do

What we do

Vision
What we do

Drive unparalleled value

What we do

Value proposition
How we deliver

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

What we do

Strengths
The unique advantages we provide

| **Deep, lived expertise** | **Partnership orchestration** | **Client-centric** | **Nimble** | **End-to-end innovation** |

We have the know how to help clients grow now

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

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

We live and breathe our client's ambitions

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

Our entrepreneurial agility runs rings around our competitors

We're constantly problem solving to keep opportunities moving forward

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

How we show up

Brand messaging framework

Directional.
For marketing only

| **Brand idea** |
| A directional and galvanizing expression of the brand's offering and purpose → |

This Way Up

Genpact knows the way forward. This is an invitation to work with us. Evolve with us. Grow with us. Starting now.

Internal facing only

| **2025 Brand theme** |
| Organizing theme across 2025 messaging → |

Tomorrow, Today

Genpact is using advanced tech to change things for the better. Right now.

External and internal facing

| **Key brand messages** |
| The 3 messages underpinning our 2025 brand story → |

We help companies, communities & people:

'Tech that takes you forward'

Genpact leads the way, unlocking growth and value for organizations and people with advanced technology

'Boundless thinking. Bold action'

Genpact stands out as a thinker and doer, combining our deep industry knowledge, operational excellence, and practical advanced technology expertise

'Progress with partnerships'

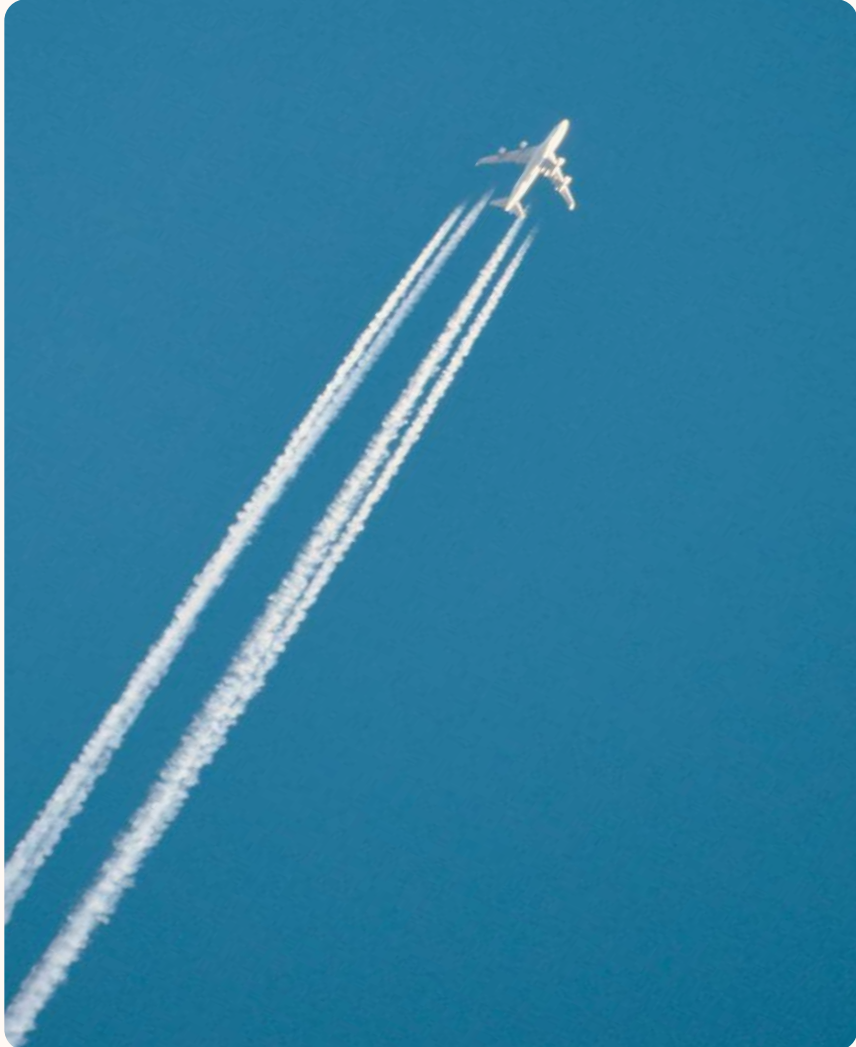Genpact brings together the world's thought leaders and advanced technology companies to fast-track progress

How we show up

Tone of voice overview
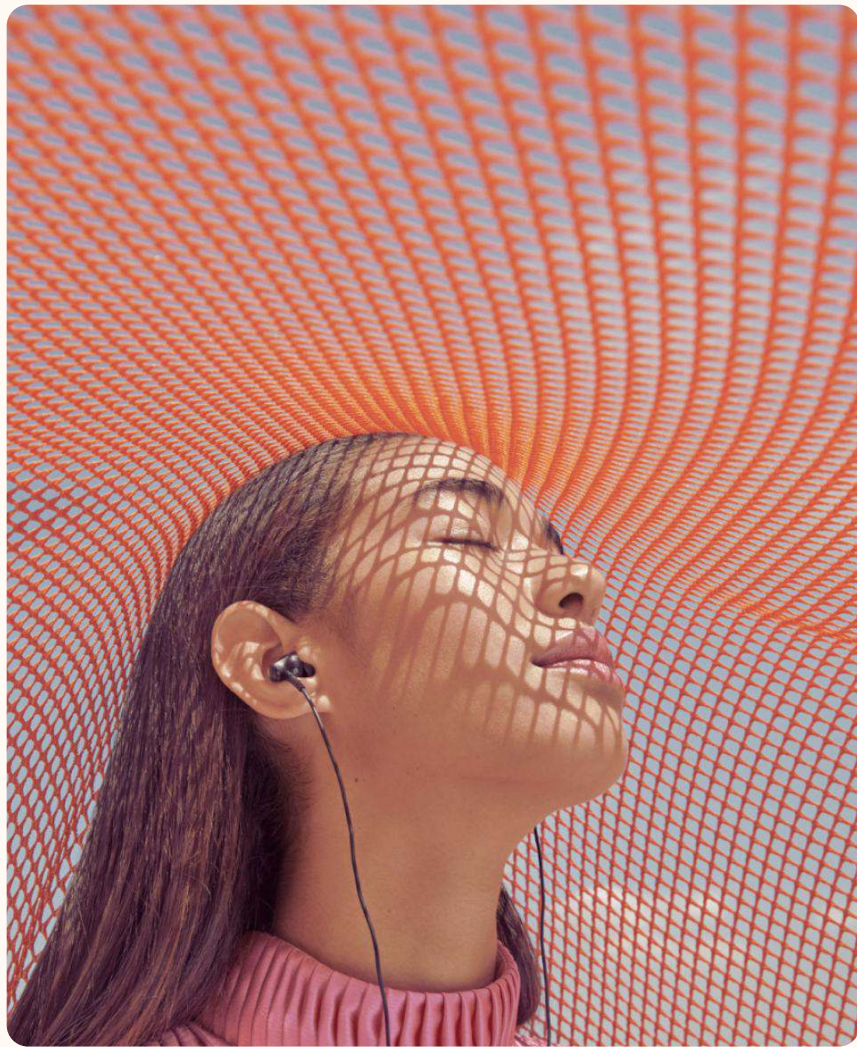
Optimistic

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

How we show up

Capturing our unique tone of voice

Our tone of voice is a refreshing break from the advanced tech hype. Inspired by our brand idea - This Way Up - it simply points in one direction: Up.

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.

How we show up

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

How we show up

We're not afraid to be playful

Tone of voice examples

Job description

Why Genpact?

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

About Genpact

Genpact (NYSE: G) is a global advanced technology services and solutions partner that delivers unparalleled value for leading enterprises, including the Fortune Global 500.

Our 125,000+ people across 30+ countries use their innate curiosity
and courage to relentlessly pursue a world that works better for people, powered by our ingenious mix of deep industry knowledge, operational excellence and advanced tech.

Elevator pitch

Placeholder title

Coming January 2025

How we show up

We charm our clients and partners

Tone of voice examples

We don't advise you.
We advance you.

The advanced technology and solutions partner who helps businesses get ahead. And say ahead

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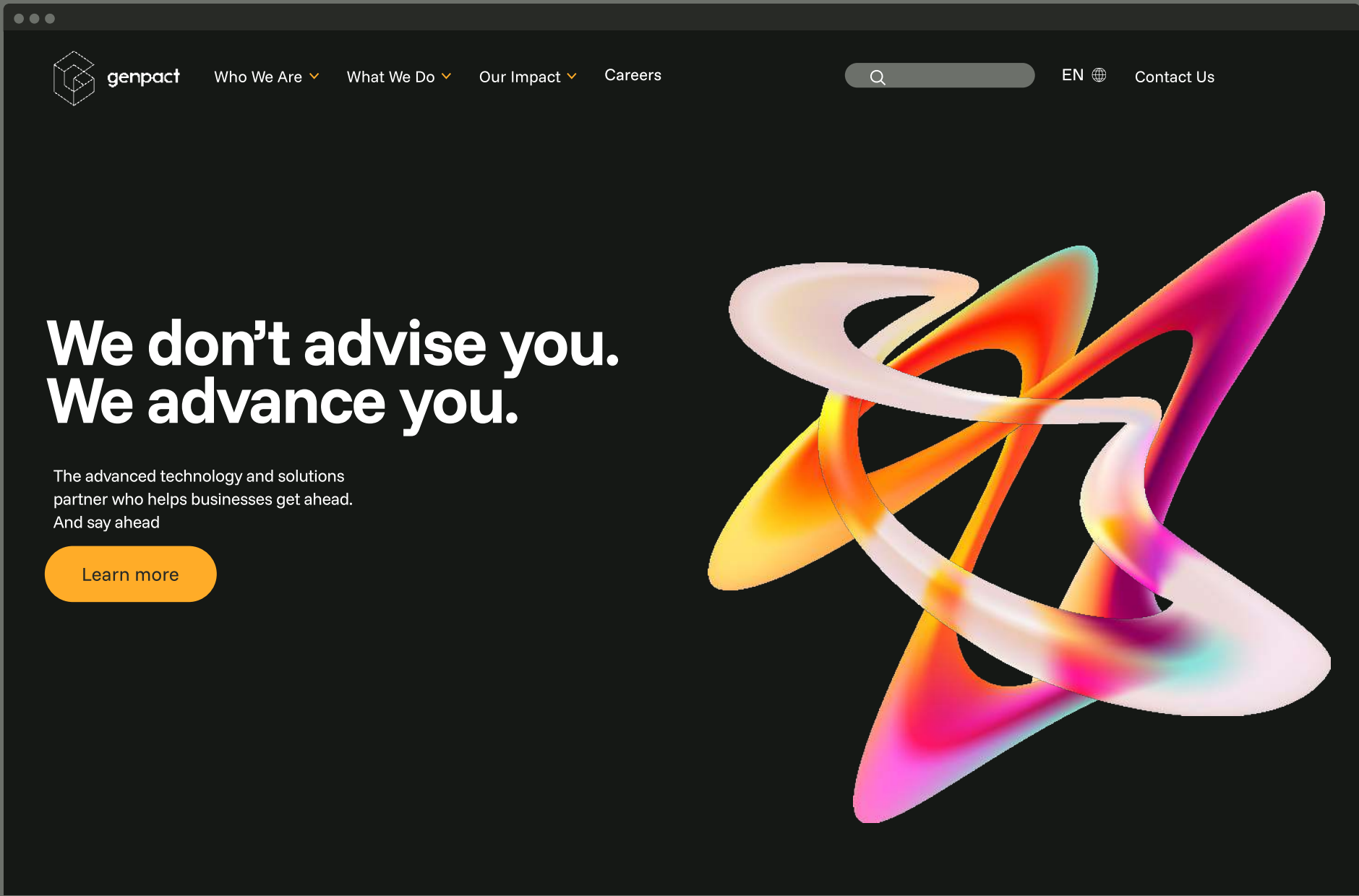
AI. Don't be just in time to be too late.

We're behind the companies out in front

Technology that's not backward in propelling you forward

We don't advise you.

We advance you.

We elevate colleagues

Tone of voice examples

Learning code is as easy as 00110001 00110010 00110011

We're going up in the world

Get Ahead
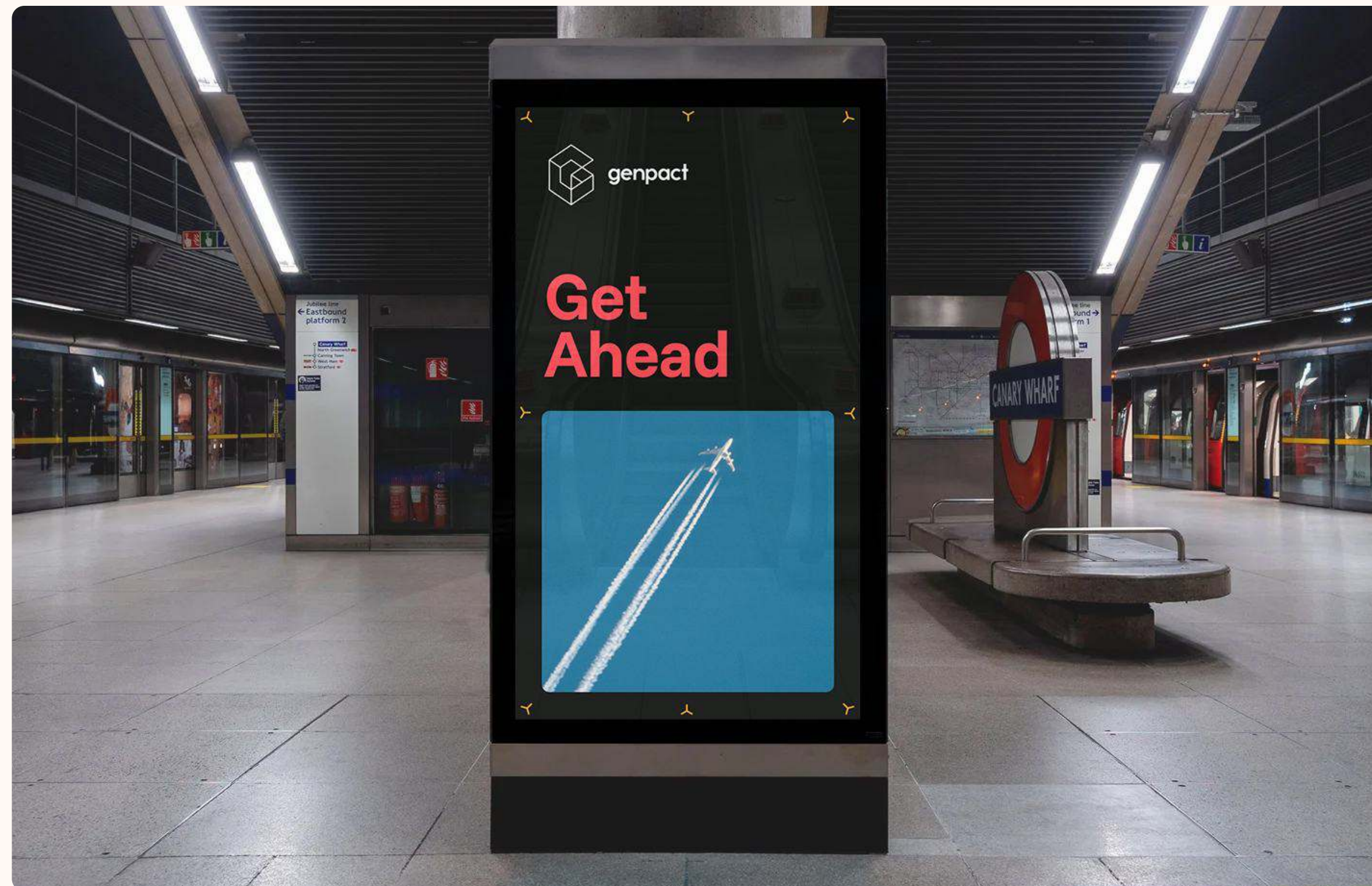
Fast forward your career

Know where your career is going?

Up

How we show up

We inspire
future talent

Tone of voice examples

You get a
better view
from the top

genpact
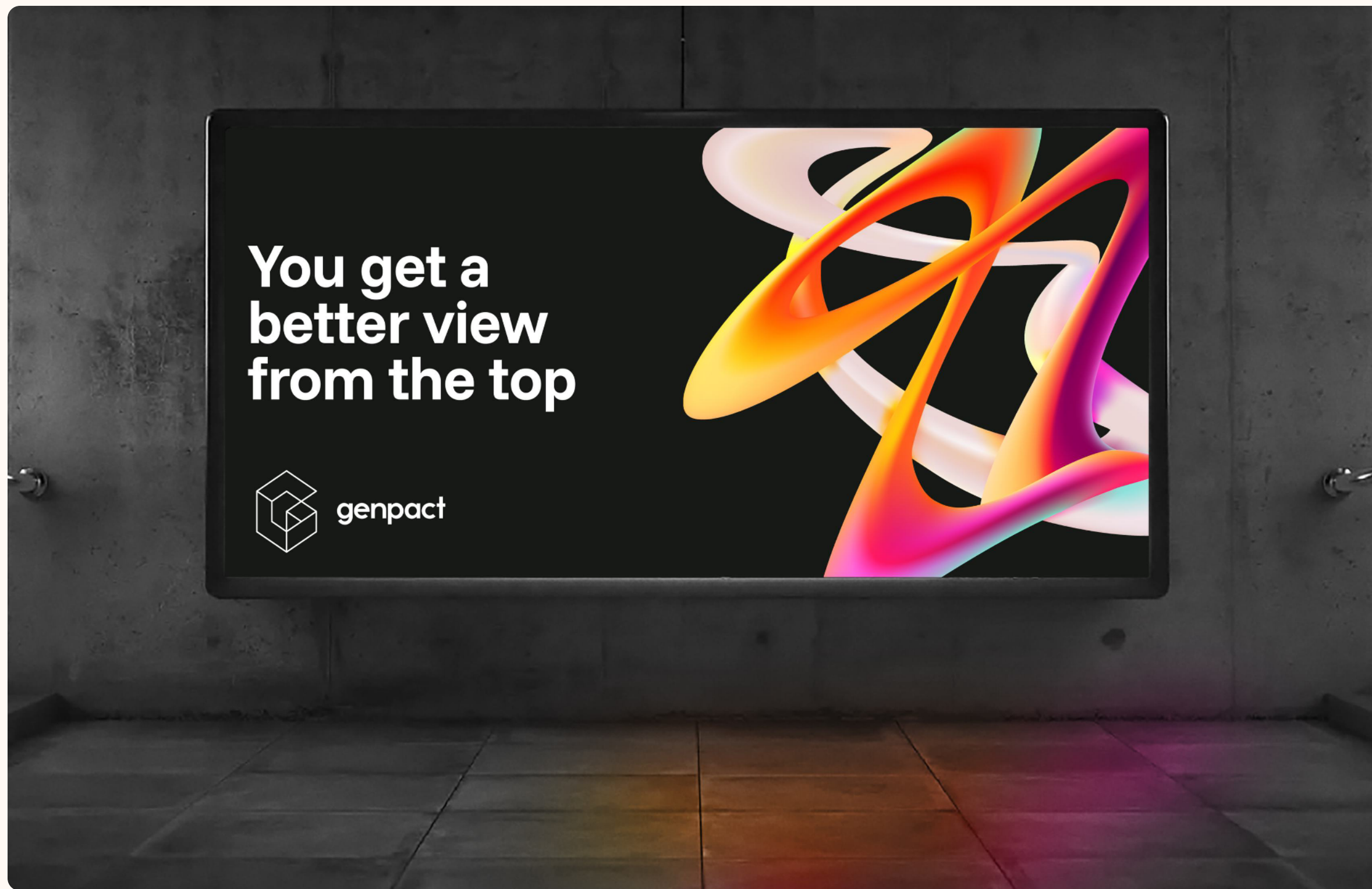
If you know what's
going down, you're
on your way up

The only
way is up

Pathfinders
wanted

Forward thinkers.
We've got your back

Tone of voice

behaviors
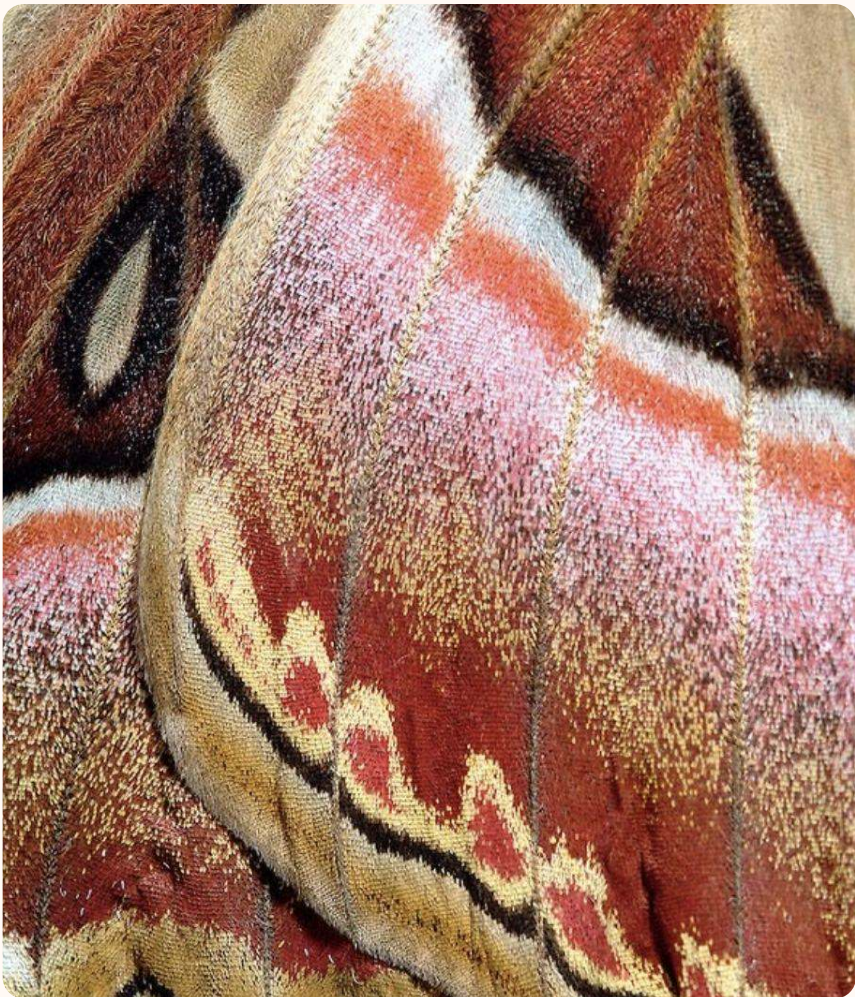
Charmingly challenging

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

Logo

Photography
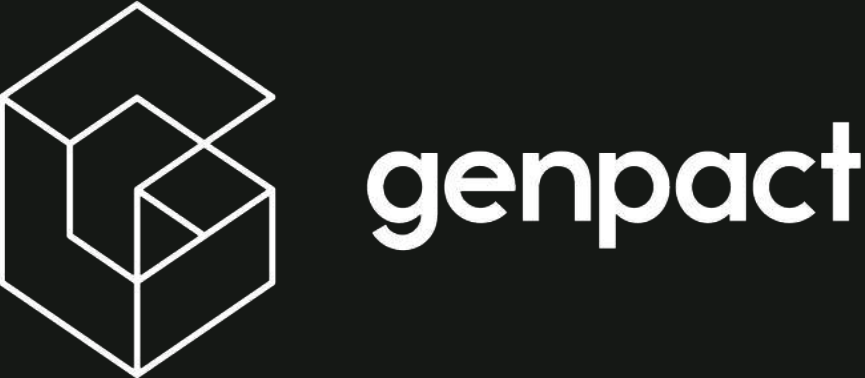
Innovation
into action

Colour

Midnight Black

| First Light 01 | First Light 02 | First Light 03 |

Morning White

Sunrise White

Sunrise Cream

Sunrise Orange

Sunrise Coral
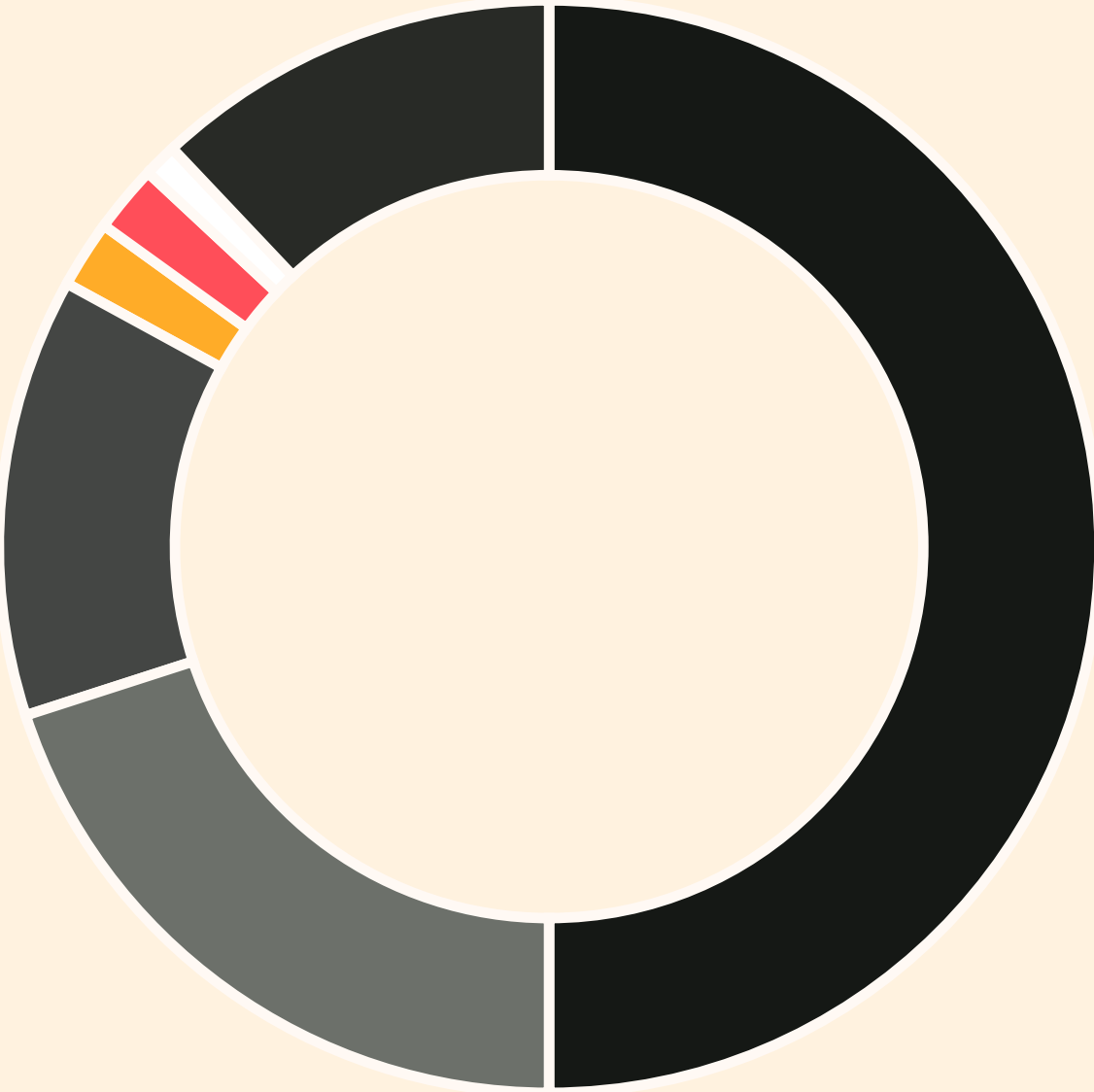
Typography

Funnel Sans Variable

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

Merch

Website

genpact

Who We Are   What We Do   Our Impact   Careers   EN 🌐   Contact Us

Finance & Accounting   Risk & Compliance   Sales & Commercial   Data-driven marketing and sales strategies that turn today's customers into lifelong fans.   **Read On**   Technology

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

Logo and Icon

Overview

genpact

genpact

Logo and Icon
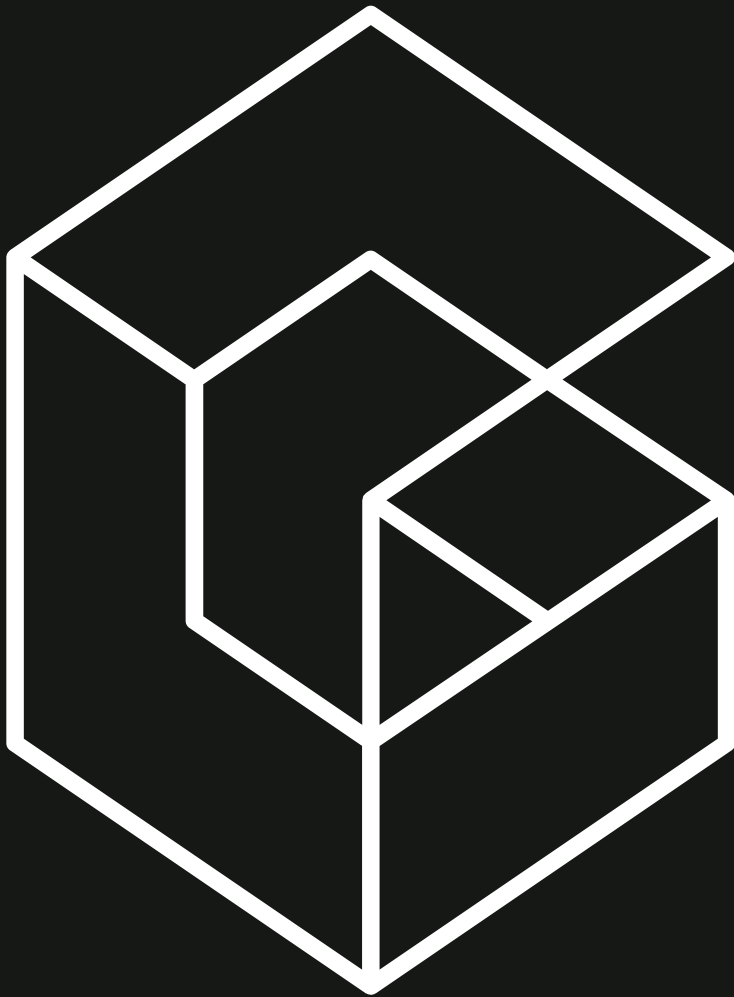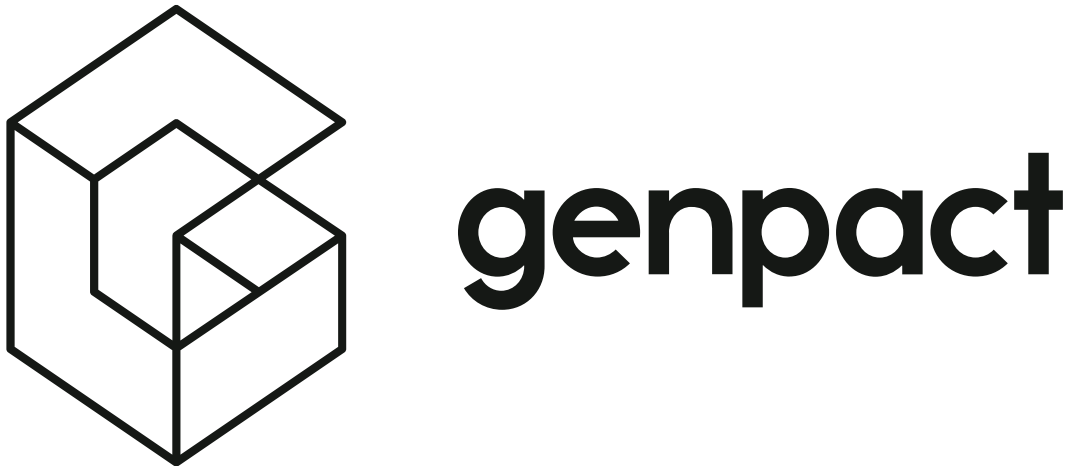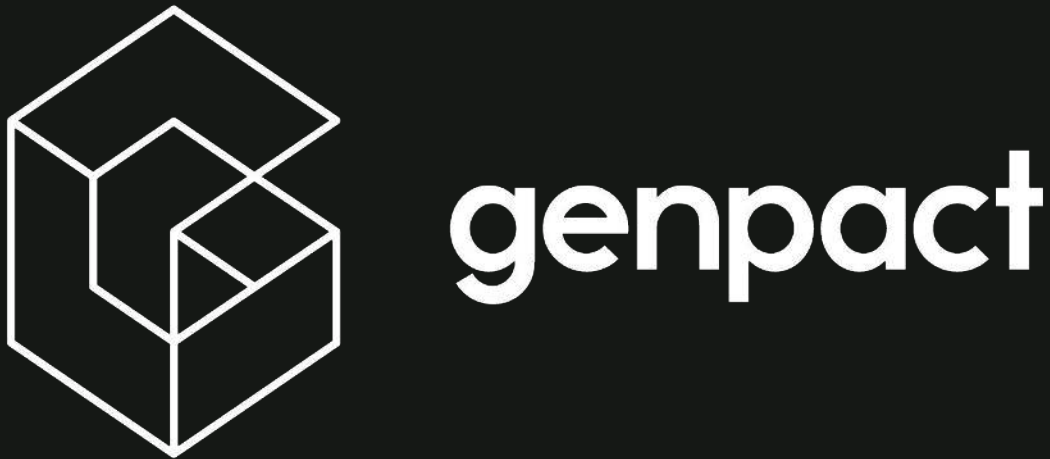
Logo clearspace & minimum size
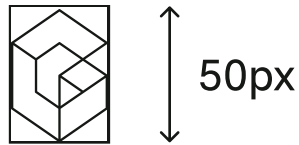
50px

Minimum Logo size 50px

Logo and Icon

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.
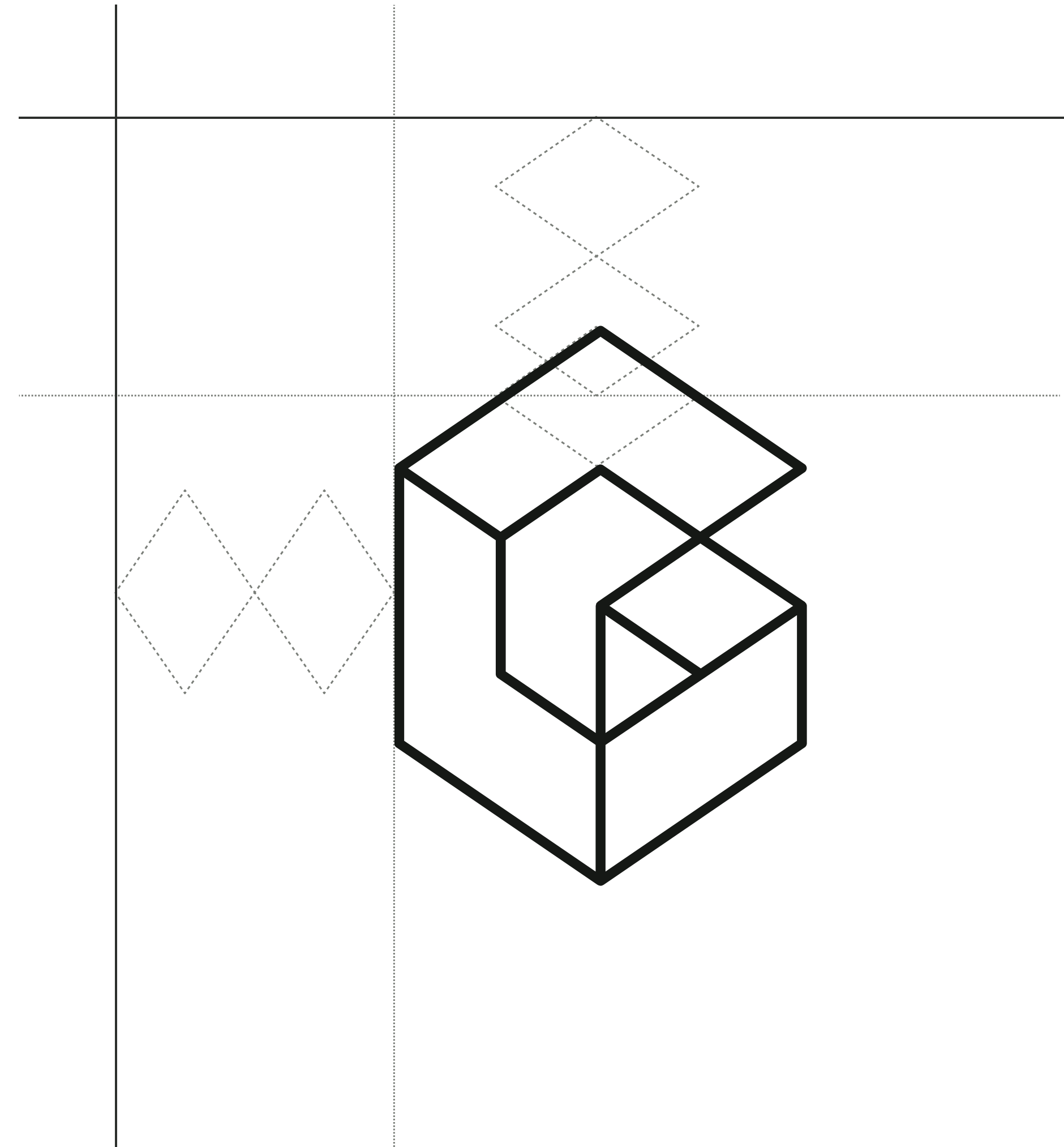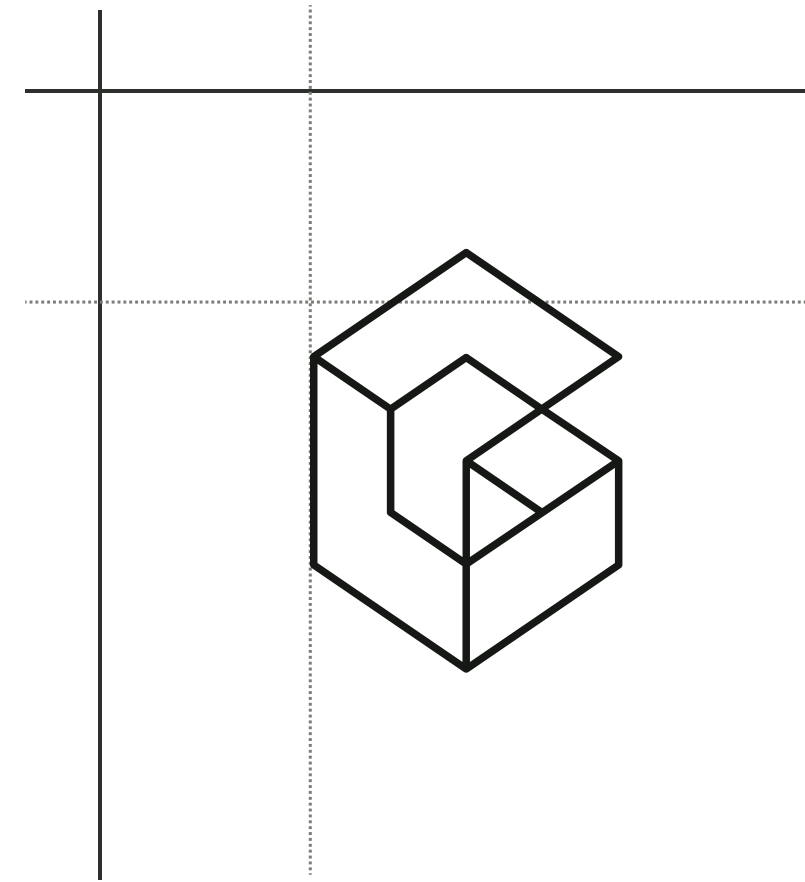
Icon as graphic

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.

genpact

Logo and Icon
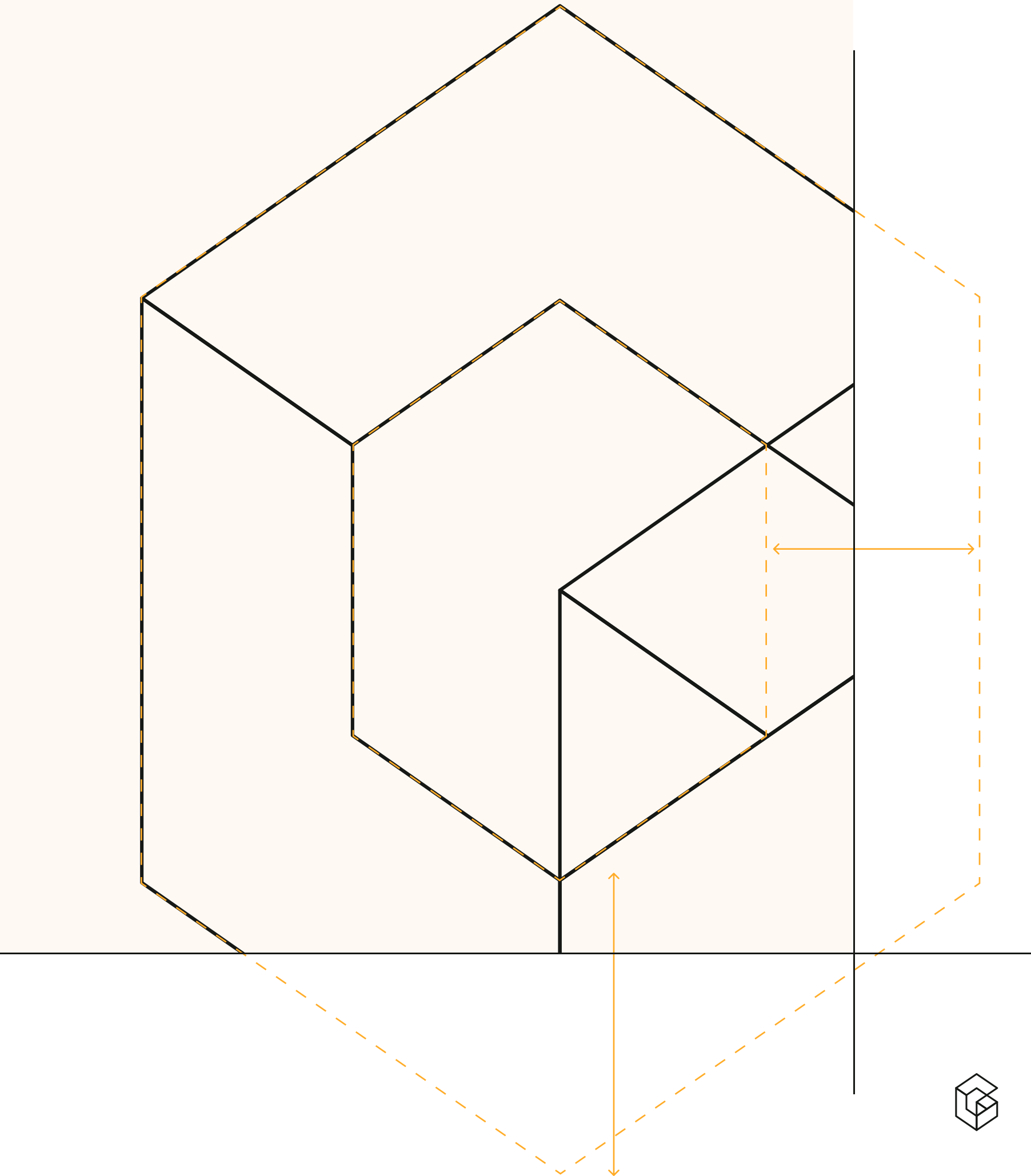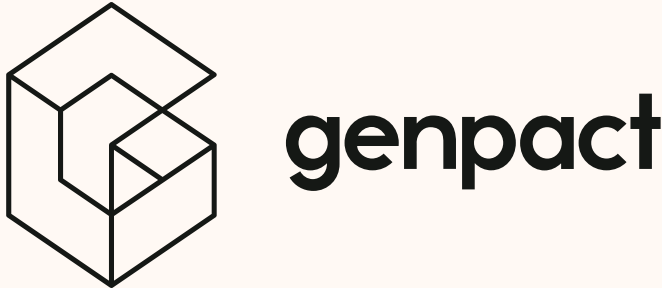
Co-branding

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.

Left-aligned logo
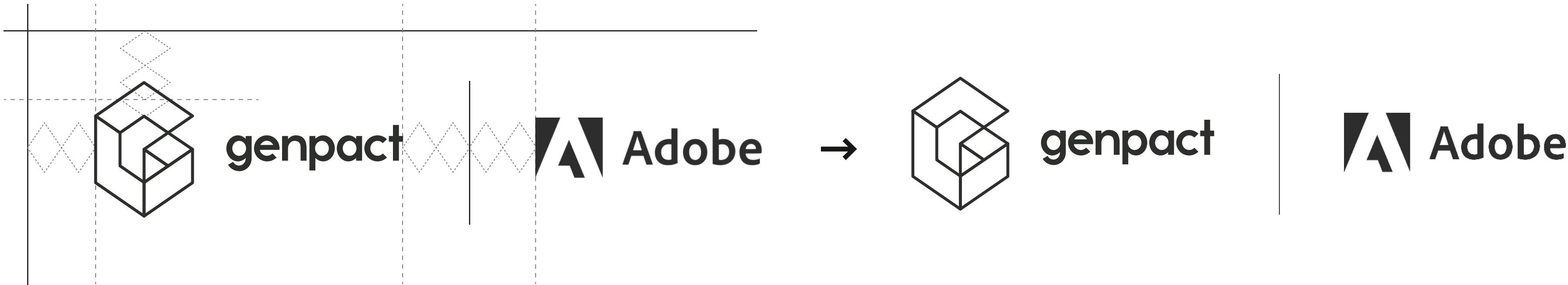
Right-aligned logo
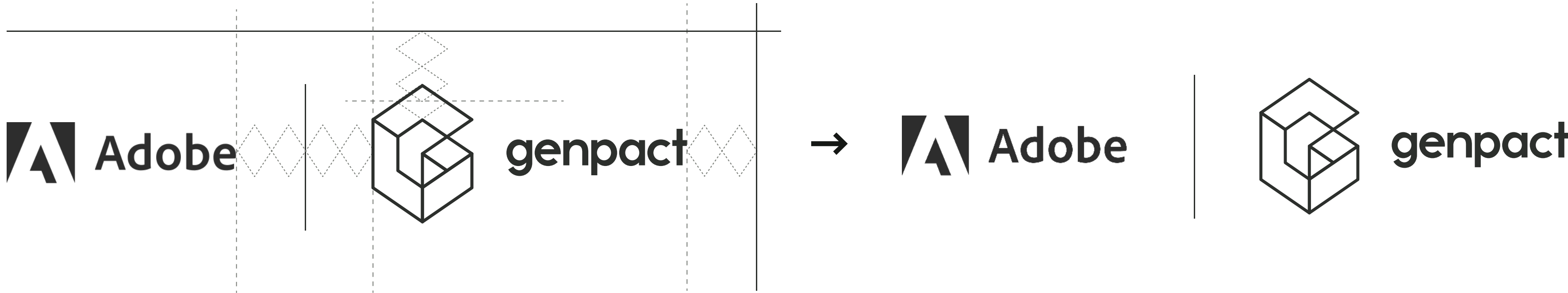
Wayfinder

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

Logo and Icon
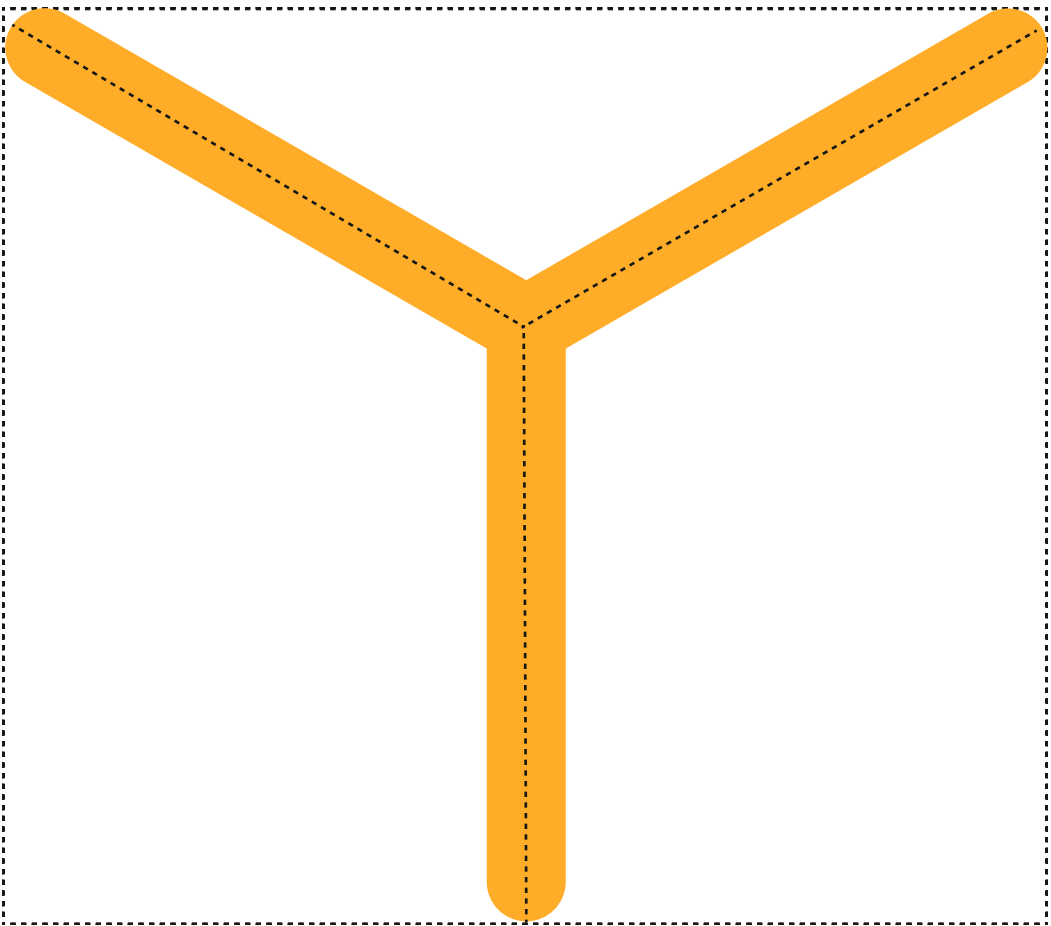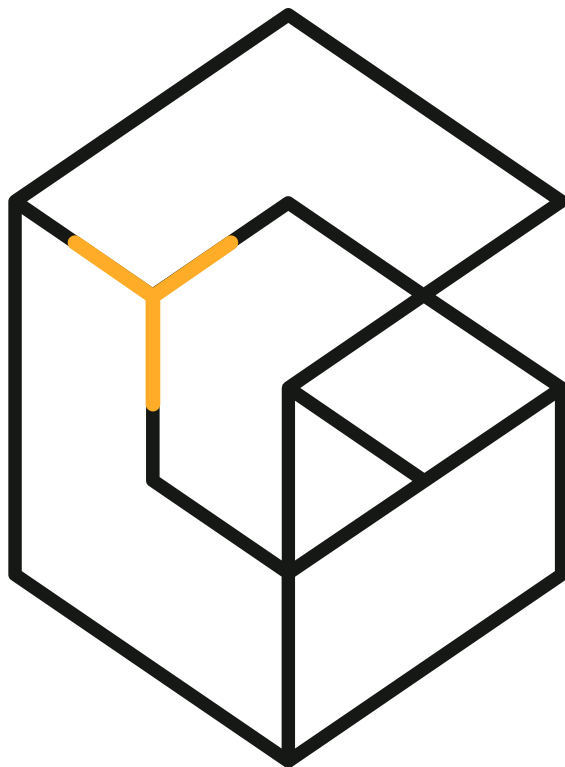
Applying the Wayfinder

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

Aspect Ratio 16:9

Logo and Icon
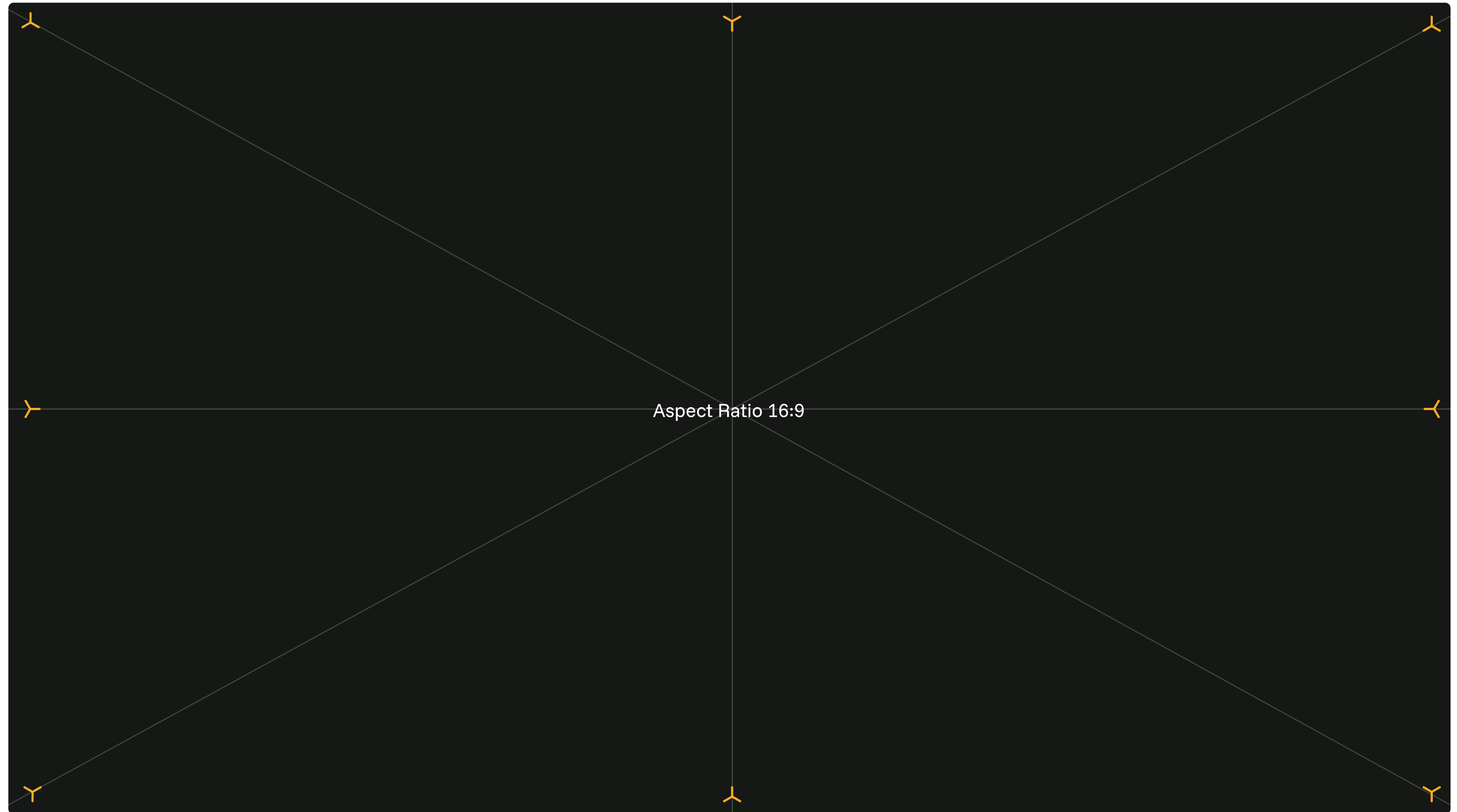
Wayfinder in use

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

Advertising

We're behind the companies out in front

Learn more

genpact

Email marketing

genpact

Newsroom

June 2025

Building a data-driven organisation

From our Chief Digital Strategist
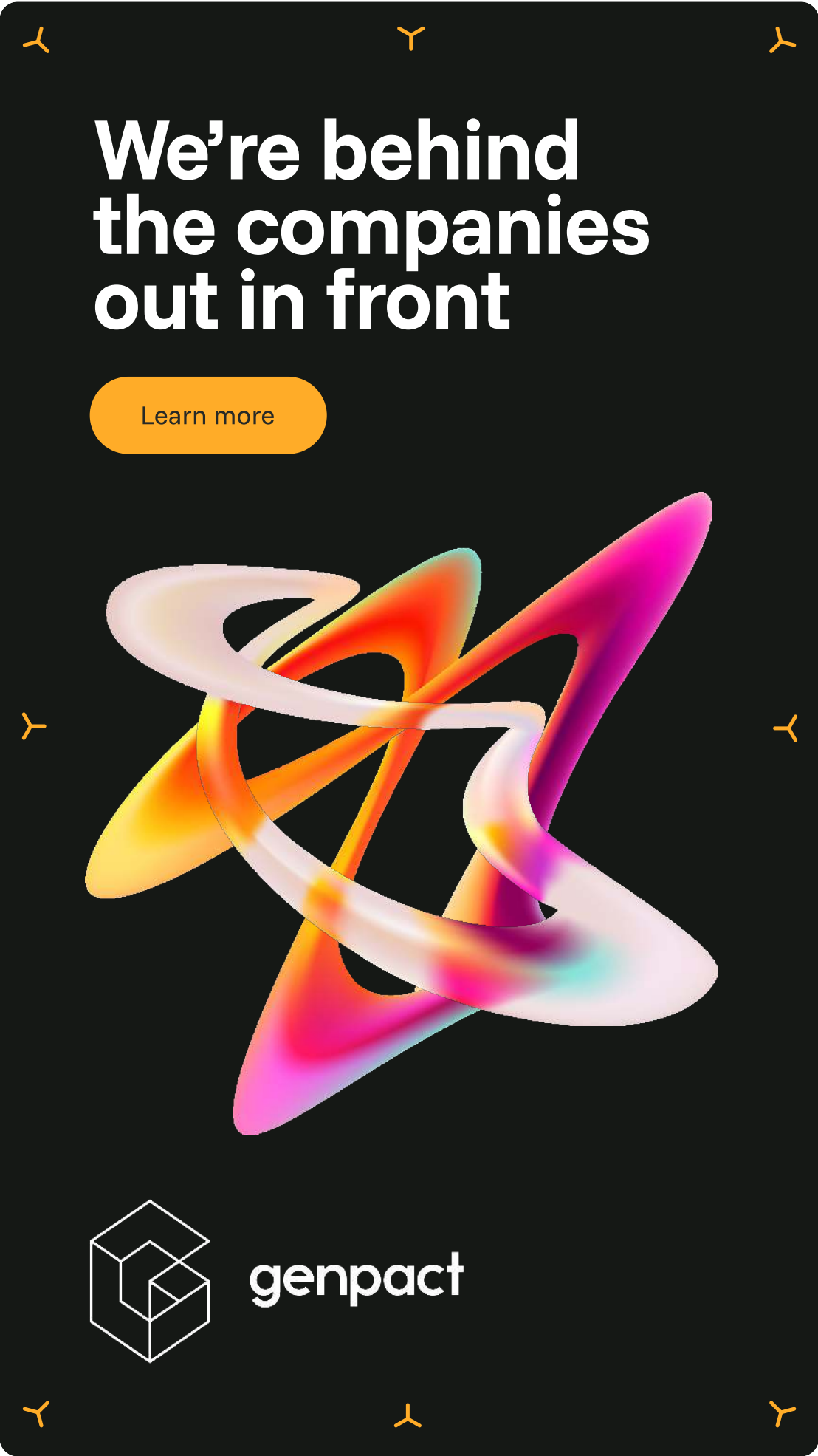
Aquisitions

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

1

riskCanvas
a genpact company

X
1/3 of X
1/3 of X ↕

2

enquero
a genpact company

X
2/3 of X
1/3 of X ↕

3

RIGHTPOINT
a genpact company

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

Logo and Icon
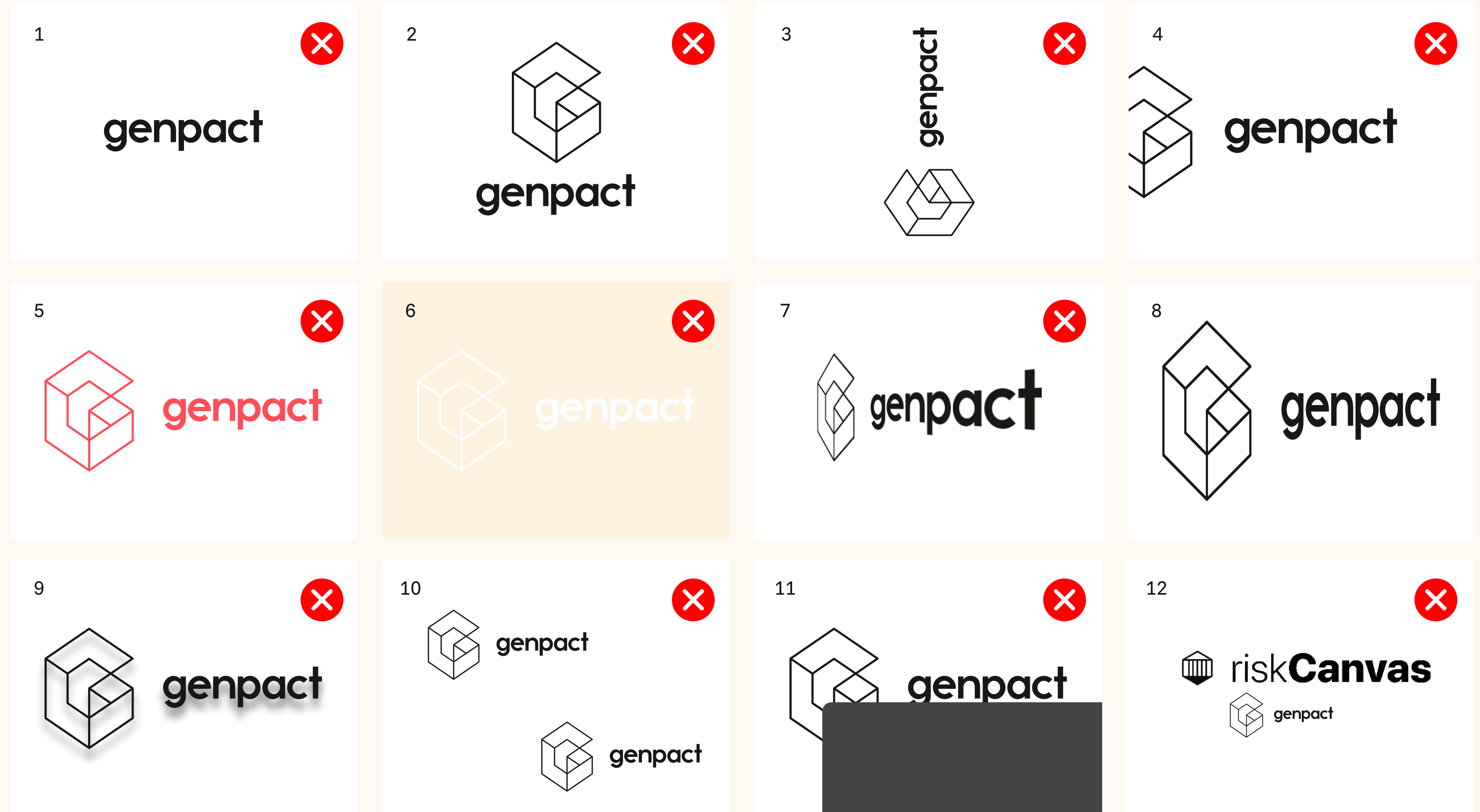
Genpact Ai Innovation Center

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.

1

2

Design elements

Color palette

Color Palette

Overview

Final tested color codes coming January 2025

Midnight
#161916
22/25/22
12/0/12/90

First Light 01
#282A27
40/42/39
5/0/7/84

First Light 02
#444744
68/71/68
4/0/4/72

First Light 03
#6D706B
109/112/107
3%/0%/4%/56%

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

Sunrise White
#FFFAF4
255/250/244
0/2/4/0

Sunrise
Cream
#FFF2DF
255/242/223
0/5/13/0

Coral
#FF4F59
255/85/95
0/75/43/0
1785 C/U

Sunrise Gold
#FFAD28
255/173/40
0/30/85/0

Color Palette

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

*See typography section for permitted color combinations

Design elements

Typography

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
GgHhiJjKkLlMm
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.

Typography

Color combinations

On Midnight backgrounds
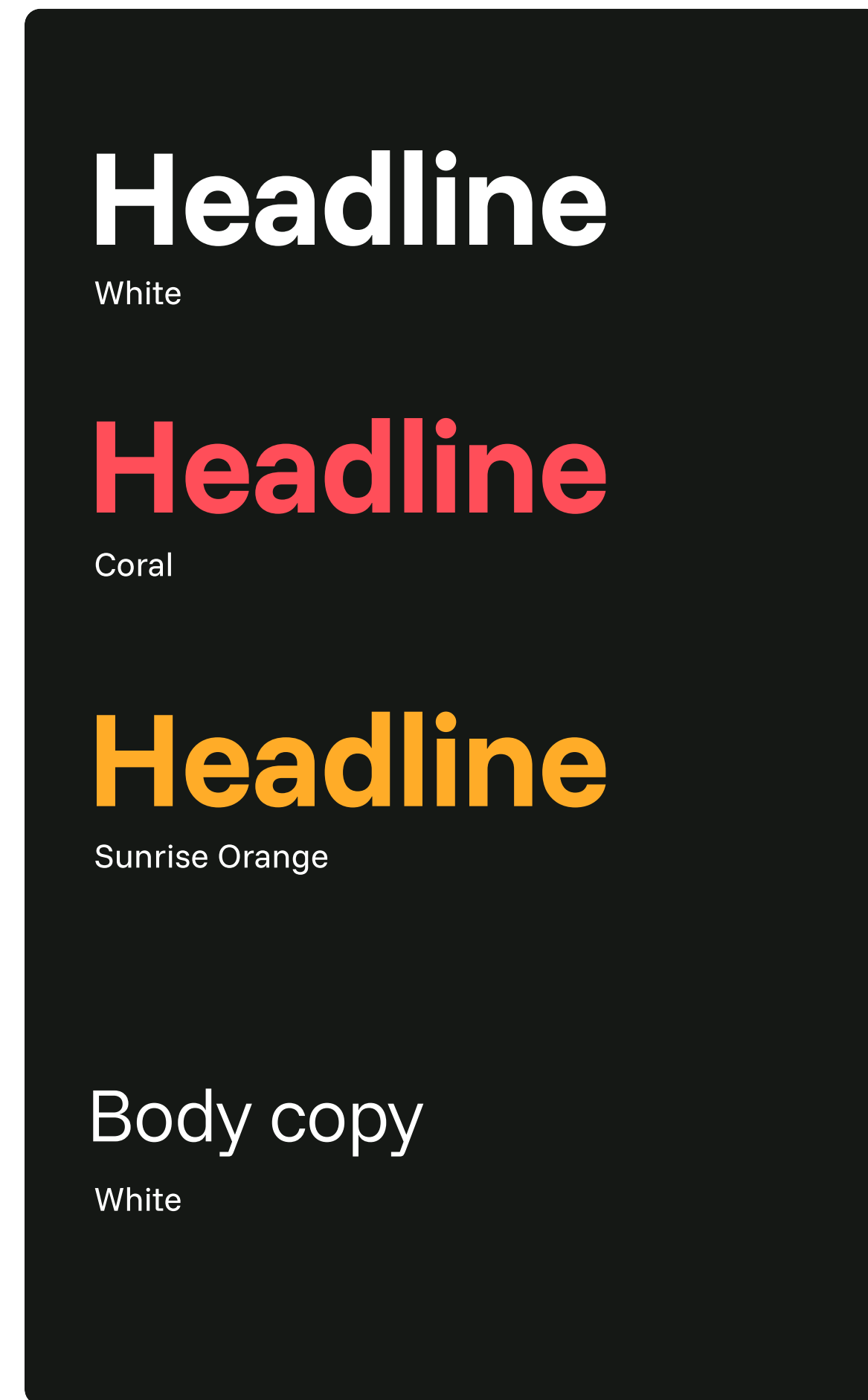
Headline
White

Headline
Coral

Headline
Sunrise Orange

Body copy

White

On white backgrounds

Headline
Midnight

Headline
Coral

Headline
Sunrise Orange

Body copy

Midnight

On Sunrise White backgrounds

Headline
Midnight

Headline
Coral

Body copy

Midnight

On Sunrise White backgrounds

Headline
Midnight

Headline
Coral

Body copy

Midnight

Logo and Icon
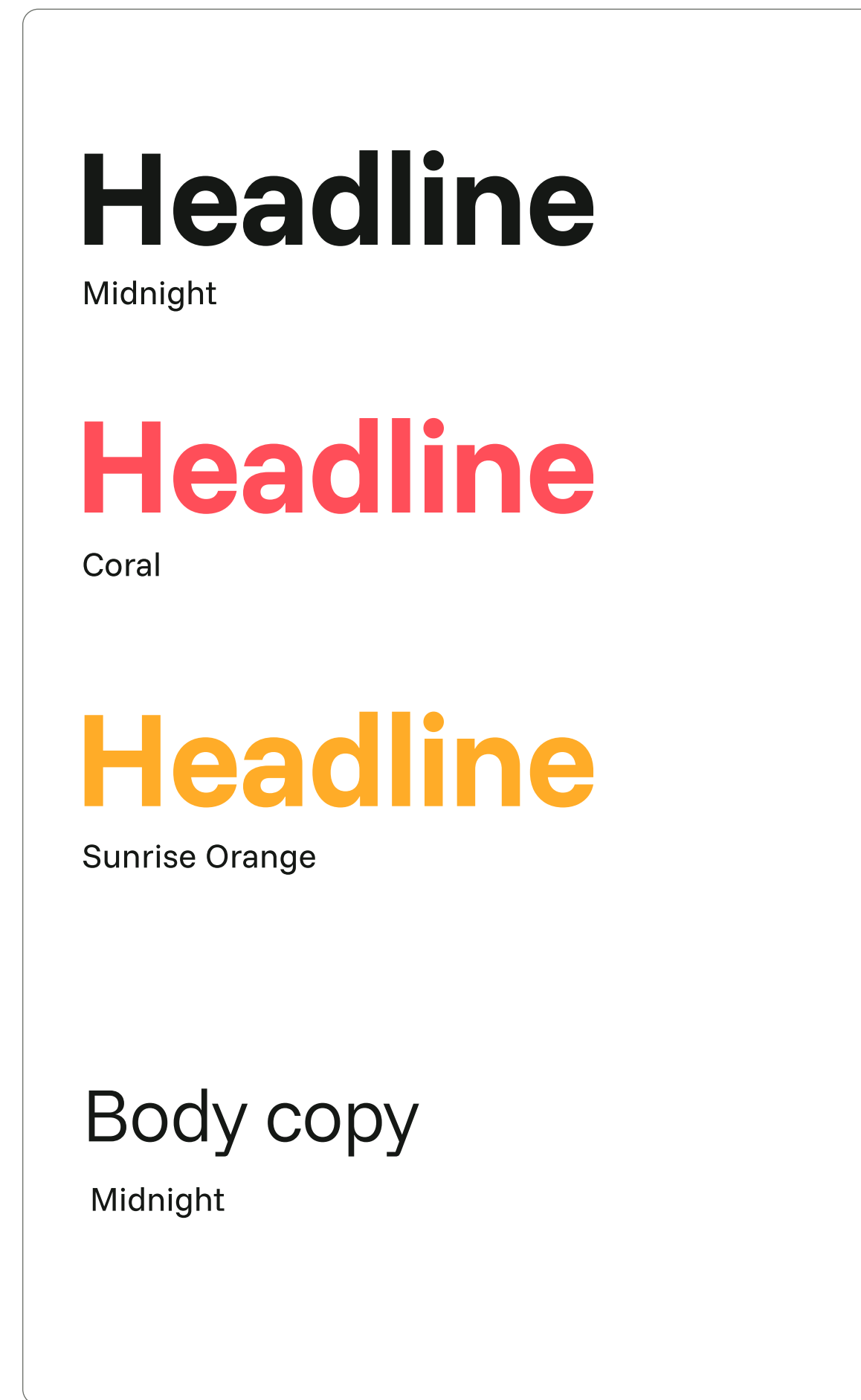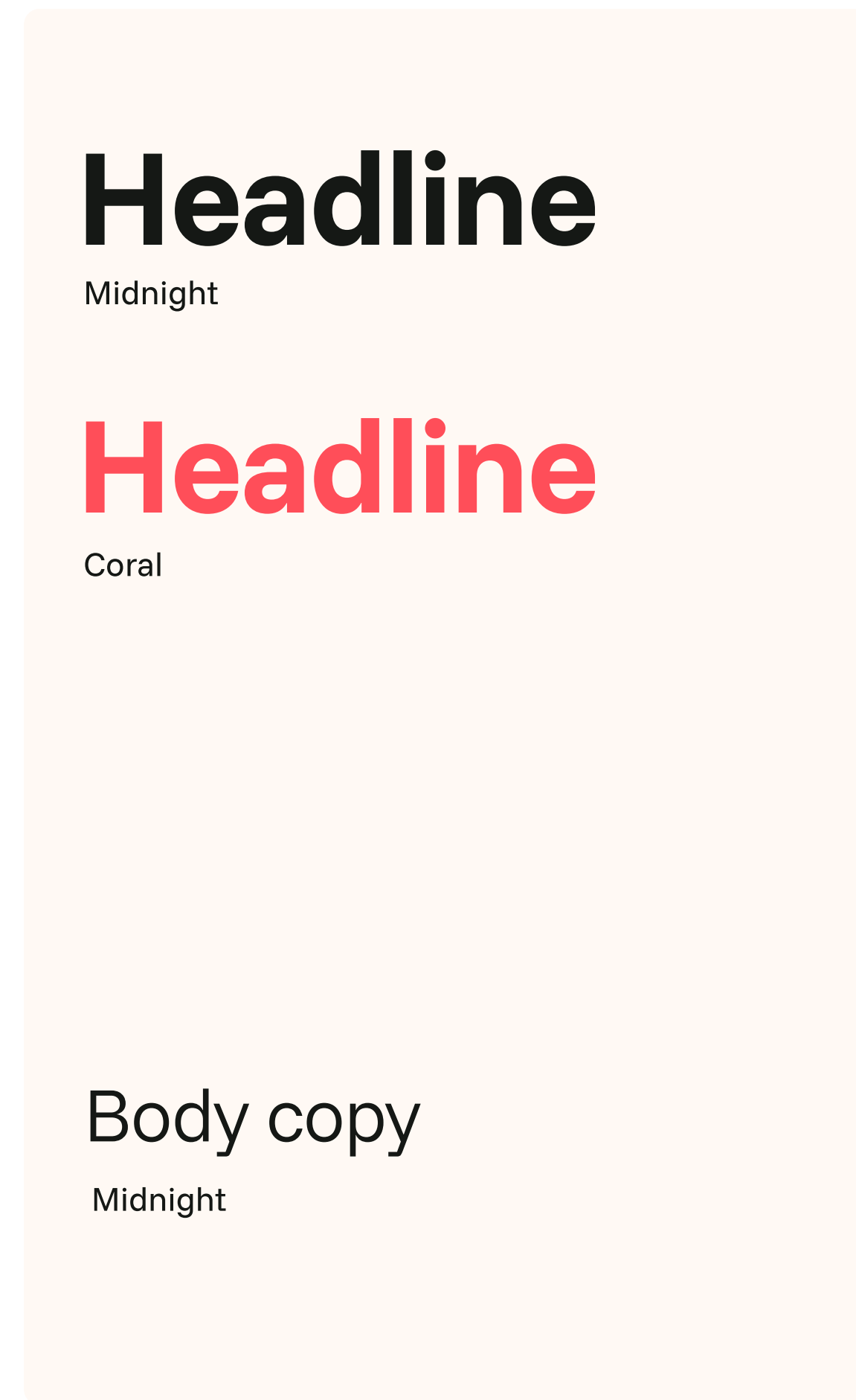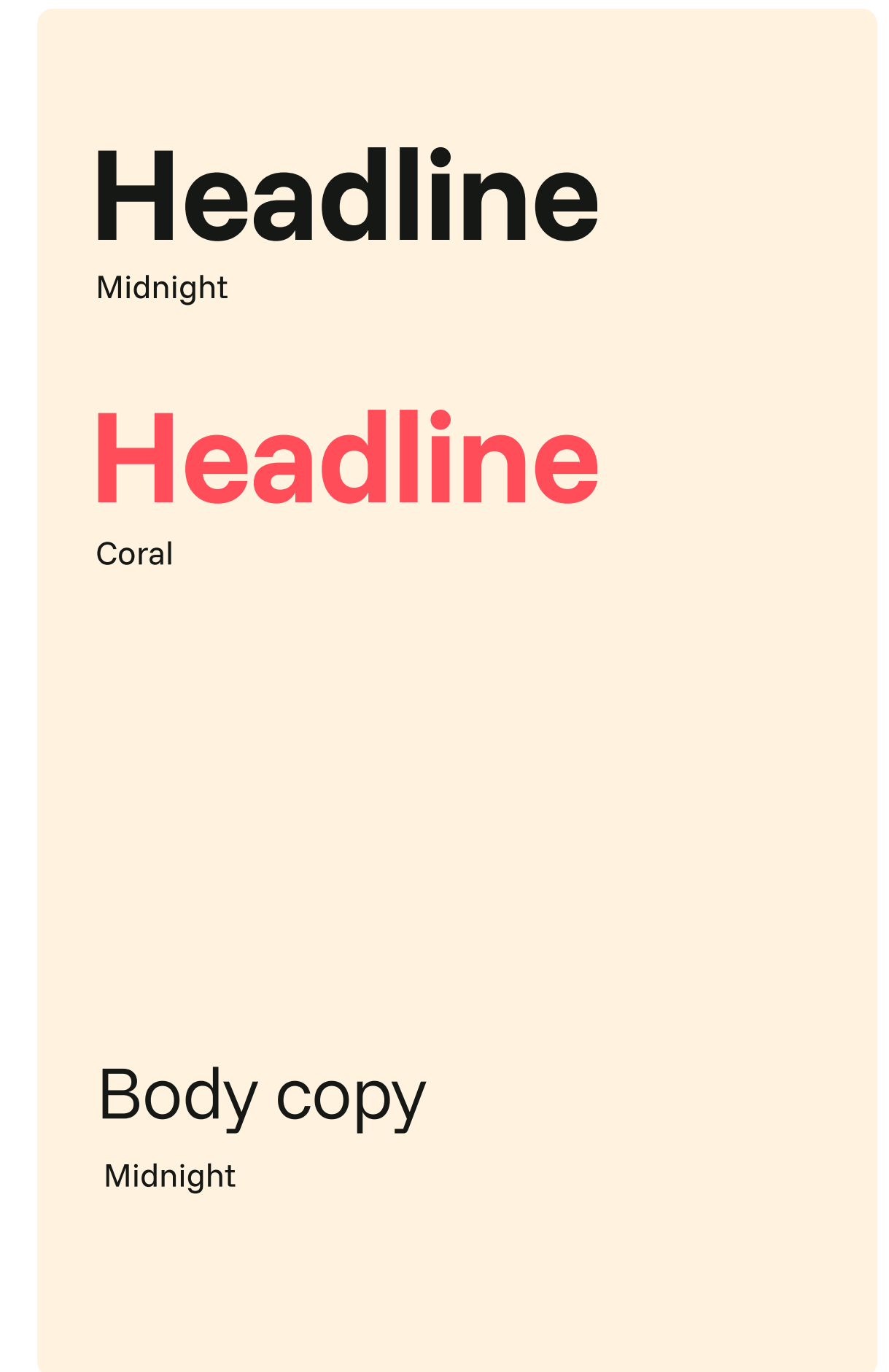
Typography misuse

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 Sunrise White or Sunrise Cream
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 ✖
We're behind the companies out in front

2 ✖
We're behind the companies out in front

3 ✖
We're behind the companies out in front

4 ✖
Heading
Subheading

5 ✖
We're behind the companies out in front

6 ✖
We're behind the companies out in front

7 ✖
WE'RE BEHIND THE COMPANIES OUT IN FRONT

8 ✖
Supporting copy is in Funnel Sans with regular spacing.

Design elements

Imagery

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.

Imagery

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.
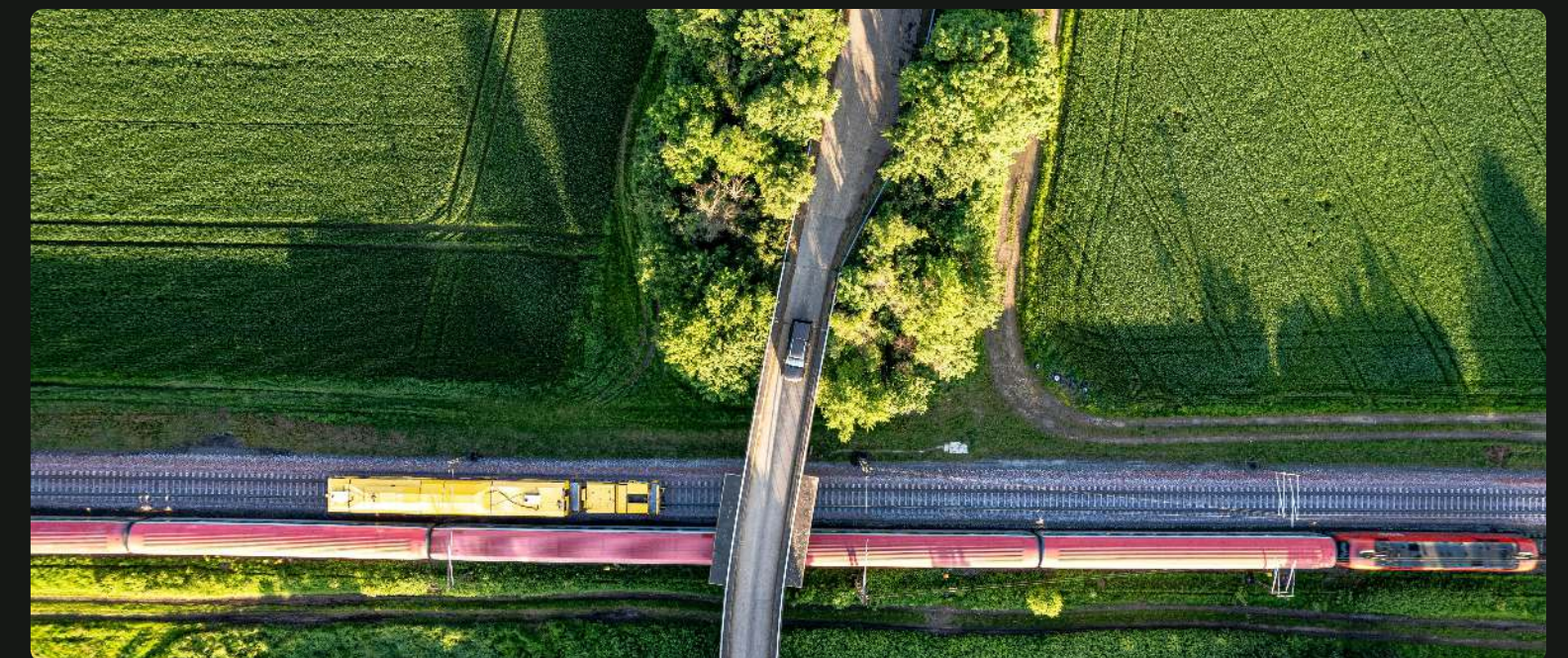
Design elements

Application

Application

PowerPoint Light mode

PowerPoint
Dark mode

Application

Signage

Application

Graphic language

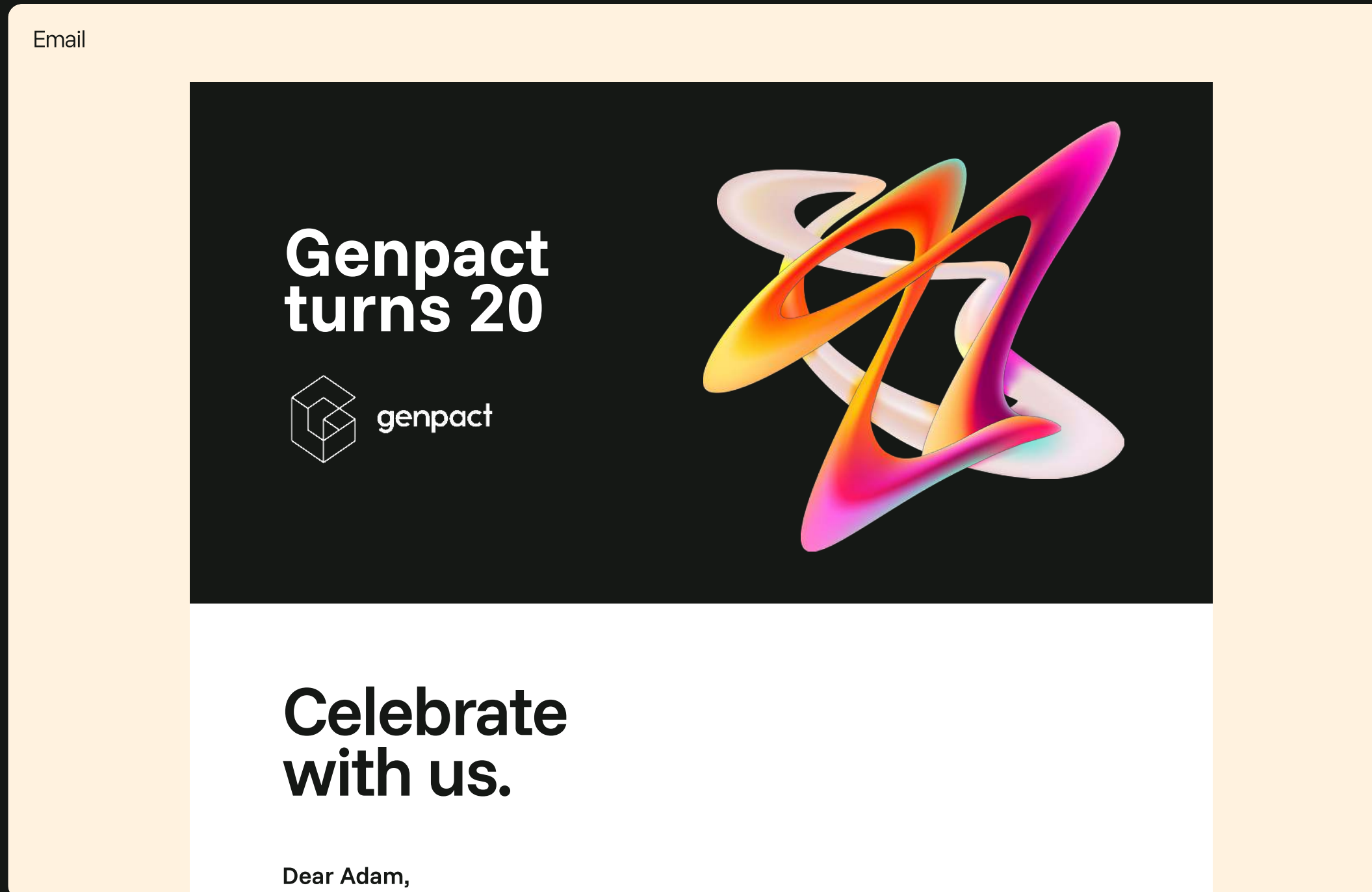We need a distinctive graphic device to anchor our brand identity and reinforce our brand platform, Signal from Noise. This concept will position us as a leader in advanced technology. Here's an example of a graphical device inspired by real Genpact data, designed to visually express clarity emerging from complexity. This device can be utilized consistently across our brand to enhance recognition and impact.
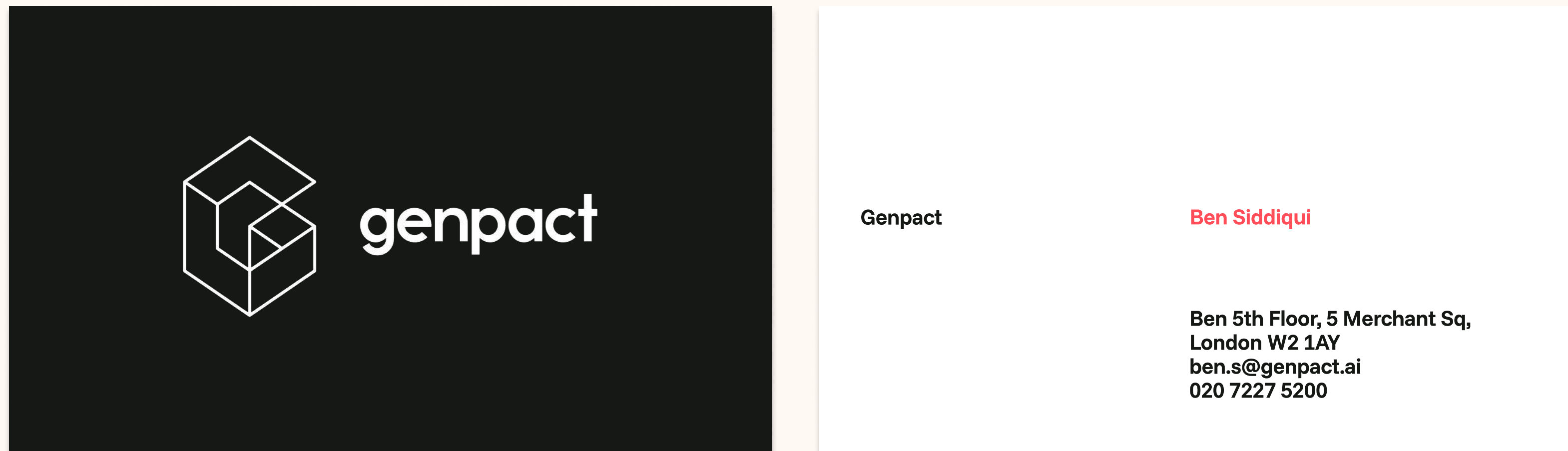
Section coming 2025

Application

Graphic language

Examples of our Signal from Noise asset designed to visually express clarity emerging from complexity.

Email

Genpact turns 20

genpact

Celebrate with us.

Dear Adam,

Lanyard

genpact

Josh Bailey

VP, EMEA Local Marketing
Hyderabad

Section coming 2025

Application

Business card

Genpact

Ben Siddiqui

**Ben 5th Floor, 5 Merchant Sq,
London W2 1AY
ben.s@genpact.ai
020 7227 5200**
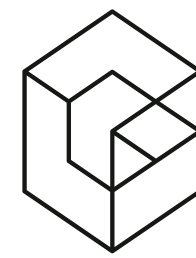
Application

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

Application

Video call
backgrounds