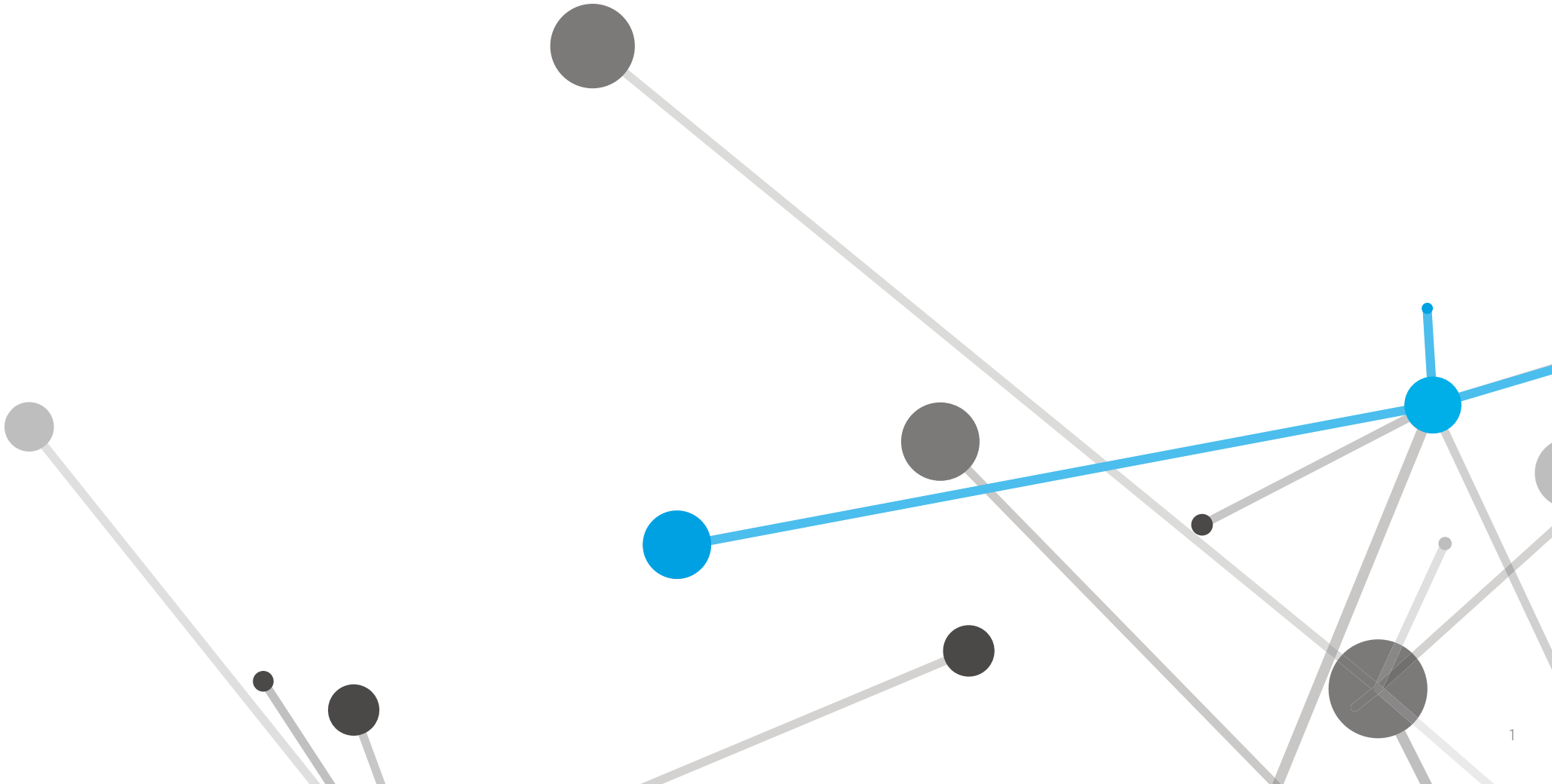
GENPACT BRAND GUIDELINES | *2017*



This addendum replaces and overrides any previous brand style guide.

FPO

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Why do I need this?

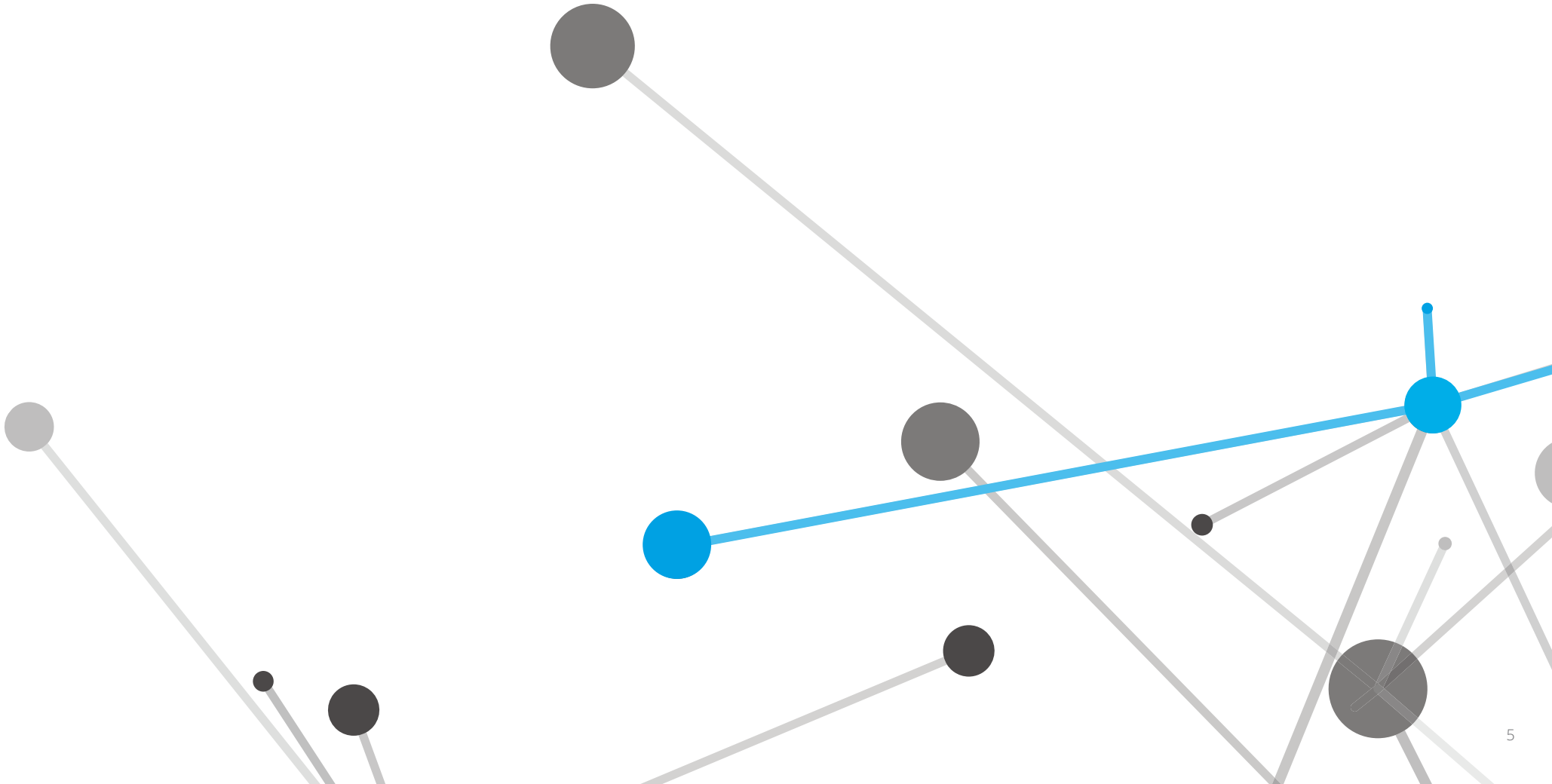
We are all custodians of the Genpact brand. It is our duty as to protect, support and communicate our brand clearly and consistently in everything we say and do.

OBJECTIVES OF BRAND GUIDELINES

- Explain our brand identity
- Explain various elements of our brand identity
- Provide guidelines on usage of the elements
- Provide toolkits/checklists for common scenarios

Corporate

Name & Logo



GENPACT

We christened ourselves 'Genpact' in 2005.

At the time, the logic behind the name was that 'Genpact' denotes generating value, commitment, partnership and impact. It communicated our value proposition around business impact – driving process improvements to help global enterprises improve their revenue, cash, costs, margins, speed and customer relationships.

Corporate value proposition

We design, transform, and run intelligent business operations.

Corporate call to action

DESIGN · TRANSFORM · RUN

Corporate Value Proposition

Consistency and clarity of messaging is a key marketing deliverable. In support of our position, the following messaging hierarchy has been put in place:

Corporate value proposition– the primary differenciating statement developed for use in print and digital media applications as appropriate.

Call to Action-can be used to reinforce the brand. Typically seen displayed within a horizontal footer in powerpoint slides or in digital and print corporate publications.

GENPACT

GENERATING IMPACT℠

Official Tagline: "GENERATING IMPACT"

Our tagline comes from a combination of two powerful words:

[Gen]erate + Im[pact]

It is what Genpact does everyday through high level analytics, intelligent insights and overall re-engineering expertise. It concisely explains how Genpact creates success for companies.

The Genpact logo should always appear in company advertisements, printed collateral and in our online presence. In certain instances the lean digital logo can be used as an alternative tot he Genpact logo (see page X for additional information).

Generating Impact is the only tagline that we use. Outdated or previous versions of the Genpact logo with different taglines should not be used.

Do not use the Genpact portion of the logo independently of the "Generating Impact" tag line independently of each other in any instance. Each element is considered "part of the whole" and should always be seen in combination.

Corporate Logo– Color Usage

The default logo (logo all in black) is used on white backgrounds for both monochrome and full color collateral.

When placed against any darker colored background, a reverse logo (all white) should be applied.

There are a few instances where an alternative color combination (blue Genpact, black tag line} is applied to a white or light background. The alternative logo may be used only after review and approval from the Genpact branding team.

Default usage



Logo usage on reverse



Alternative logo, special circumstances apply





Logo – Clear Space

Always maintain clear space around the logo. This clear space isolates the logo from competing with other graphic elements. The minimum clear space required for all sides of the logo is defined as the height of the "G" in Genpact.

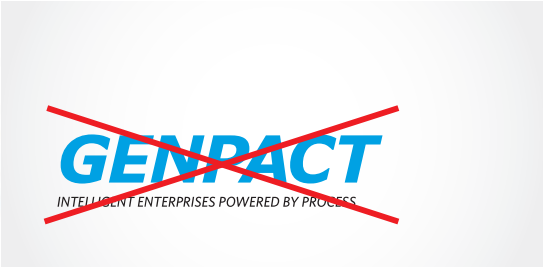
The minimum clear space should be maintained as the logo is proportionally enlarged or reduced in size.

Logo Artwork

Electronic artwork for the Genpact corporate logo is available in EPS, JPG and PNG formats. Artwork can be accessed online within SAVO, and Salesforce.com, or directly from the Genpact Global Marketing team.

To ensure brand quality, the logo should never be altered, modified or recreated. EPS format is preferred when providing the logo to external clients, partners and vendors. EPS logos can be easily resized without any loss of quality.

For readability, the minimum size that the logo can be used at is 00 x00 inches (00x00mm)





Do not flip or rotate the logo



Do not distort the logo



Do not decorate with design elements



Do not use non-specified colors



Do not use old logo



Do not blur the logo



Do not place it on busy backgrounds

FPO

Incorrect Logo Usage

Changing the Genpact logo is not permitted. The logo may be proportionally sized for specific uses, but cannot be modified or distorted in any way.

Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the proportions.

This is a list of what is not permitted with logo usage:

- Use of the Genpact Logo without the tag line "Generating Impact"*
- Never use any portion of the Genpact logo with words added to it.
- Do not stretch or distort the logo.
- Never place the logo on a diagonal
- Never use the logo in any other colors besides the allowable combinations shown on page X
- The Genpact logo should not be flipped or rotated
- Do not decorate the logo with design elements
- Do not apply graphic special effects to the logo or make a pattern
- Do not place the logo on busy background
- Never use the outdated logo with the "Intelligent Enterprises Powered by Process" tagline.
- Do not combine the logo with any other elements- such as logos, words, graphics, photos, slogans or symbols that minght seem to create a hybrid mark.

**See page 13 for rules regarding the Genpact brandmark as it relates to acquisitions.*

About Genpact

Genpact (NYSE: G) is a global professional services firm focused on delivering digital transformation for our clients, putting digital and data to work to create competitive advantage. We do this by integrating lean principles, design thinking, analytics and digital technologies with our domain and industry expertise to deliver disruptive business outcomes – an approach we call Lean DigitalSM. We deliver value to our clients in two ways – through digital-led, domain-enabled solutions that drive innovation, and through intelligent operations enabled by digital that design, transform and run clients' operations. Our approach is continually refined in one of the world's largest digital process sandboxes, where we test and improve thousands of processes. For two decades, first as a General Electric division and since 2005 as an independent company, we have been passionately serving our clients. We generate impact for clients from the Fortune Global 500 and beyond, and employ over 77,000 people in more than 20 countries, with key offices in New York City, Palo Alto, London, and Delhi. For additional information, visit www.genpact.com. Follow Genpact on LinkedIn, Twitter, YouTube, and Facebook.

Corporate Description

The official Genpact corporate description is commonly referred to as our corporate "boilerplate".

Our "boilerplate" is an official, carefully written, legally approved overview of Genpact as a corporation. It encompasses what we do, and how we do it, as well as Genpact's foundational business philosophies.

FPO

The company's boilerplate is offered in 4 different lengths ranging from 177 words down to a simple once sentence descriptor.

The Genpact boilerplate is suitable for use in the following applications:

- collateral
- RFPs and contracts
- On social media sites such as LinkedIn

Addition information and full versions of the available corporate descriptions can be downloaded here.

Stage 1
Immediately

COMPANY BRAND
a GENPACT company

Stage 2
Intermediate

GENPACT
focus area
formerly Company Name

Stage 3
Permanent

GENPACT
GENERATING IMPACT℠

FPO

Acquisition Branding

In the case of a corporate acquisition by Genpact, the newly acquired brand or logo will go through two stages of integration before going under the Genpact brand.

Immediately following acquisition of a company or product brand, ***stage 1*** branding is incorporated. Stage 1 integrates the acquired brandmark in combination with "a *GENPACT* company".

The intermediate stage, referred to as ***stage 2*** is characterized by using the standalone Genpact brandmark** in combination with an identified industry/focus area. In the stage 2 branding, the addition of "*formerly XYZ company*"in a subordinate position and size completes the visual hierachy.

Stage 3, the final and permanent stage of the acquired brand integration, is characterized by the deletion of all references to the former brand, logo and/or company name. From this point forward, the Genpact corporate logo and tagline is used in all marketing and communications materials.

The timing of each stage will be determined in a case by case basis. Determinations regarding timeframe are based on the perceived value associated with the original brand of the acquired company, as determined by the Mergers & Acquisition (M&A) team.

**NOTE: *The acquisition process is one of the few instances where the Genpact brandmark is used in a standalone capacity without the tag line. Refer to page 11 for additional information regarding altering the Genpact logo*

Stage 1 *Immediately*	Stage 2 *Intermediate*	Stage 3 *Permanent*
headstrong Capital Markets a GENPACT company	GENPACT capital markets formerly Headstrong	GENPACT GENERATING IMPACT℠
PNMSOFT a GENPACT company	GENPACT workflow management formerly PMNSoft	GENPACT GENERATING IMPACT℠
LeaseDimensions a GENPACT company	GENPACT asset finance formerly LeaseDimensions	GENPACT GENERATING IMPACT℠

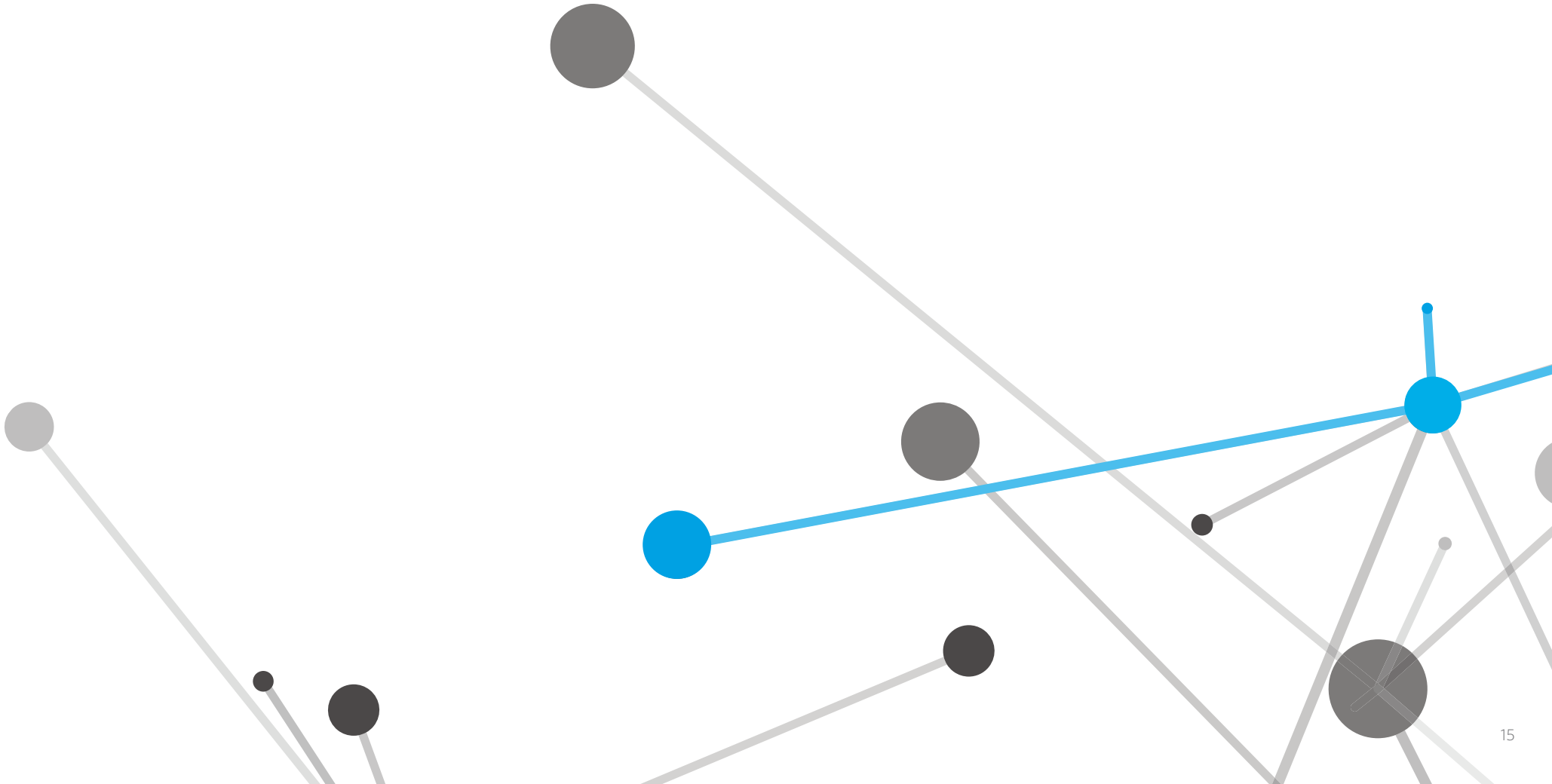
Acquisition Branding Examples

The examples to the left illustrate the 3 stages associated with the migration of an acquired company/brand to Genpact's corporate branding architecture.

As mentioned previously, it is important to note that the timing of each stage of migration will be evaluated on a case by case basis and is determined by the perceived value associated with the acquired company's brand, as determined by the M&A team.

Lean Digital

Logo and Branding



What is Lean Digital?

At Genpact, we architect the Lean Digital[SM] enterprise through a unique approach based on our patented Smart Enterprise Processes (SEP[SM]) framework. We apply lean digital processes to reimagine our clients' business by extending digital's power all the way through the middle and back office where it can generate growth, cost efficiency and business agility. We put digital technology and analytics to work.

Importantly, our lean approach is designed to help large enterprises with complex, often dated pre-existing operations, embrace the art of the possible.

The significance and power of the lean digital approach to business as it applies to Intelligent Operations[SM] and our patented SEP[SM] framework can not be undervalued or underestimated. For that reason, lean digital has become an integral part of Genpact's brand strategy going forward.

FPO

LEAN DIGITAL[SM]

Lean digital value proposition

Helping you compete in a digital first world.*

*alternative: Helping **businesses** compete in a digital first world

Lean digital alternative messaging

Competing in a digital first world

Putting digital to work

Putting digital and data to work to enable competitive advantage

Data is the new currency

Seamless is the new experience

Work is transformed through the power of digital

Lean digital call to action

DESIGN · TRANSFORM · RUN *LEAN DIGITAL*

Lean digital messaging

Consistency and clarity of messaging is a key marketing deliverable. In support of our position, the following messaging hierarchy has been put in place:

Lean digital value proposition– the primary differenciating statement developed for use in print and digital media applications as appropriate.

Alternative messaging – In instances where a variety of lean digital messaging is key, three additional messages or "catch phrases" are shown here as examples.

Lean digital call to action-can be used to reinforce the lean digital brand. Typically seen displayed within a horizontal footer in powerpoint slides or in digital and print corporate publications.

Default lean digital logo

GENPACT
GENERATING IMPACT SM
LEAN DIGITAL SM

Vertical logo, special circumstances only

GENPACT
GENERATING IMPACT SM
LEAN DIGITAL

Lean Digital Logo

The default lean digital lock-up (shown left) is horizontally oriented. This configuration should always be used unless special circumstances warrant otherwise (i.e. lack of horizontal space and/or impacted readability)

In cases where readability and horizontal spacing are compromised, a vertically stacked version of the lock-up may be used (shown below left).

NOTE: *The vertical logo lock-up is reserved for extreme circumstances. It is recommended that use of this version of the logo be reviewed with the Genpact Branding team prior to application.*

FPO

As with the corporate Genpact logo, do not use the "Lean Digital" portion of the logo alone in any instance. It must always be seen in combination with the Genpact corporate logo.

Lean Digital Partner Logos

The lean digital logo can be modified in order to accommodate to business partnership initiatives.

Two examples are shown below left. The same lean digital branding guidelines apply to all partnership logos.

As with the default lean digital logo (shown left), do not use the ""Lean Digital" (partner) portion of the logo alone in any instance. It must always appear in combination with the Genpact corporate logo.







Lean Digital Logo- Color Usage

The primary color configuration for the lean digital logo is the 2-color version—black with yellow highlighting (color values page 33). As an alternative, lean digital blue may be used as highlight shade. When the logo application or printing process prohibits color, the logo may be used in all black, with a 20 percent gray highlight (not shown) or reversed out in all white.

While yellow accent highlighting is preferred for the lean digital logo and graphic components that it may be combined with, there are alternative secondary colors for the logo highlight that can be used in place of yellow.

The palette below illustrates the five colors availble for use as highlight colors within the lean digital logo. Detailed lean digital palette values and usage guidelines are provided on page X and throughout the remainder of this document wherever applicable.

Default color logo

GENPACT GENERATING IMPACT℠ | LEAN DIGITAL℠

Black and white logo

GENPACT GENERATING IMPACT℠ | LEAN DIGITAL℠

Reversed black and white logo

GENPACT GENERATING IMPACT℠ | LEAN DIGITAL℠

Logo Highlight - color alternatives
(values page 33)

LEAN DIGITAL YELLOW | LEAN DIGITAL BLUE | 20 PERCENT BLACK





Lean Digital Logo– Clear Space

Always maintain clear space around the lean digital logo. This clear space isolates the logo from competing with other graphic elements. The minimum clear space required for all sides of the lean digital logo is defined as the height of the "G" in Genpact.

The minimum clear space should be maintained as the logo is proportionally enlarged or reduced in size.

Logo Artwork

Electronic artwork for the Genpact lean digital logo is available in EPS, JPG and PNG formats. Artwork can be accessed online within SAVO, Sharepoint and Salesforce.com, or directly from the Genpact Global Marketing team.

To ensure brand quality, the logo should never be altered, modified or recreated. EPS format is preferred when providing the lean digital logo to external clients, partners and vendors. EPS logos can be easily resized without any loss of quality.

For readability, the **minimum size** that the logo can be used is at a width of 2.0 inches (51mm)

Adding words



Adding logos or icons



Stretching or distorting



Placing diagonally



Adding decoration



Changing logo colors



Using lean digital portion alone



Flipping the logo



Adding special effects



Placing on busy backgrounds



Incorrect Logo Usage

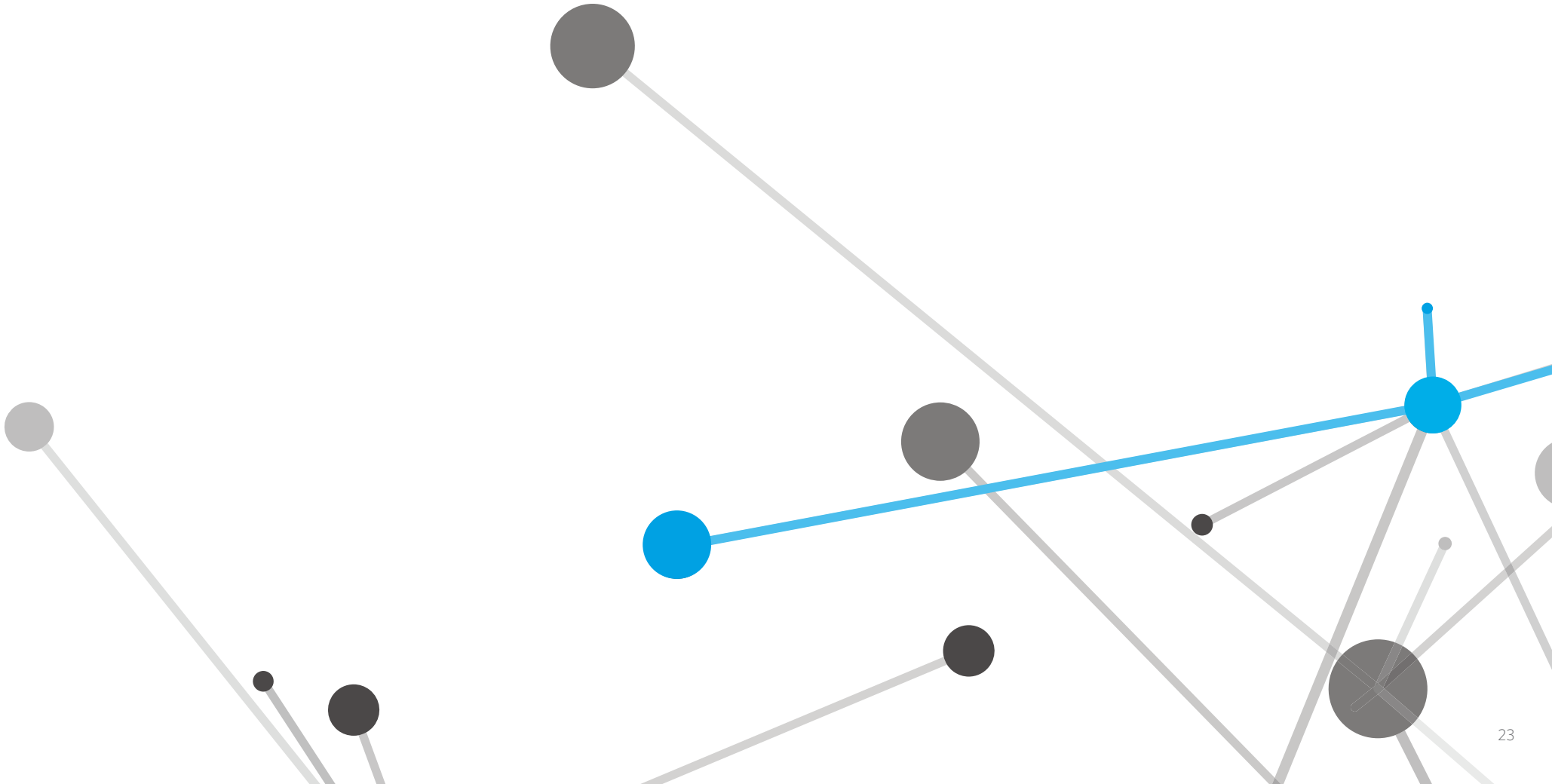
Changing the lean digital logo is not permitted with the exception of varying the five specified highlight colors. The logo may be proportionally sized for specific uses, but cannot be modified or distorted in any way.

Do not animate, color, rotate, skew, or apply effects to the lean digital logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the proportions.

This is a summary of what is not permitted with lean digital logo usage:

- Use of the lean digital parallelogram without the Genpact logo
- Never use any portion of the lean digital logo with words added to it.
- Do not combine the logo with any other elements- such as logos, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Do not stretch or distort the logo.
- Never place the logo on a diagonal
- Never use the logo in any other colors besides the allowable combinations shown on pages X and X
- The lean digital logo should not be flipped or rotated
- Do not decorate the logo with design elements
- Do not apply graphic special effects to the logo or make a pattern
- Do not place the logo on busy background

Typography



AaBbCcDd**EeFfGgHh**
*IiJjKkLlMmNn**OoPp***
123**4**56*7***89***

Whitney HTF Light | *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Whitney HTF Book | *Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Whitney HTF Medium | *Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Whitney HTF Semibold | *Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Whitney HTF Bold | *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Whitney HTF font
print and digital

Our primary corporate font for both print and digital applications is **Whitney HTF**. We have chosen this font because it successfully melds two different sets of demands: those of editorial typography, and those of public signage.

Whitney's compact forms and broad x-height use space efficiently, and its open shapes make it clear under any circumstances. For that reason we use Whitney font for both headline and body copy in our communications.

The Whitney HTF font family is extensive. The font family members that Genpact specifically uses are:

Whitney HTF Light and *Light Italic*
Whitney HTF Book and *Book Italic*
Whitney HTF Medium and ***Medium Italic***
Whitney HTF Semibold and ***Semibold Italic***
Whitney HTF Bold and ***Bold Italic***

Specific examples of application and guidelines for use of the Whitney font in Genpact print and digital communciations can be found throughout this document. Refer to the index on page X for additional detailed information and relevant topics on the use of Whitney.

AaBbCcDdEeFfGgHj 12345678

Sentinel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Sentinel Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

Sentinel Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

Sentinel Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

Sentinel font
print and digital

Sentinel font is suitable for both text and display, but is primary used by Genpact for Headline applications and related instances where strong visual impact is desired. For Genpact communciations, Sentinel is almost always applied in all uppercase characters.

Sentinel represents a classic editorial font. It borrows contrasting thicks and thins from traditional antique style fonts. At the same time it has contemporary details and works well in both small and large sizes.

A variety of styles and weights are available within the Sentinel font family. To best communicate impactful messaging aligned with the Genpact brand, we limited the use Sentinel to:

- Sentinel Medium
- Sentinel Semibold
- Sentinel Bold
- Sentinel Black

Specific examples and guidelines for applying the Sentinel font to Genpact print and digital communciations can be found throughout the document. Refer to the index on page X for additional detailed information and relevant topics around the use of Sentinel.

AaBbCcDdEeFf**GgHj** 123456**789**

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890**

Calibri font
powerpoint and email

A subtly rounded san serif font, Calibri has a warm and soft character to it. It is currently (2016) the default font for Microsoft Office™ applications. LIcensed software users including Genpact employees and suppliers should use Calibri for powerpoint presentations, most internal and external documents, and as the recommended corporate email font for content. It is also the font used for Genpact's electronic (email) signature.

A variety of styles and weights of Calibri are available within Microsoft Office™. For impactful and consistent internal and external communications, we recommend using Calibri in the following formats:

Calibri Light
Calibri Regular
Calibri bold

Specific templates and guidelines for using Calibri within powerpoint presentations, and for electronic signatures can be found further on in this document.

Refer to the index on page X for additional information.

Print Ads







Digital Banners



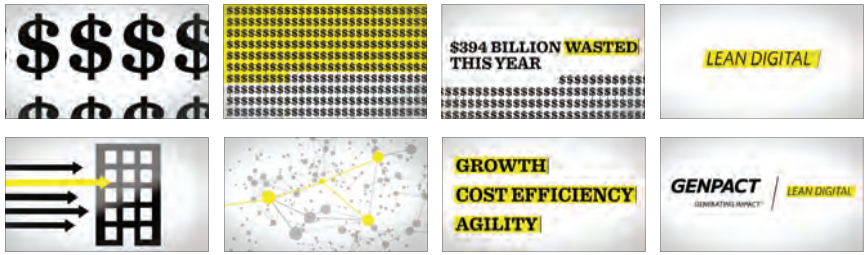




Whitepaper



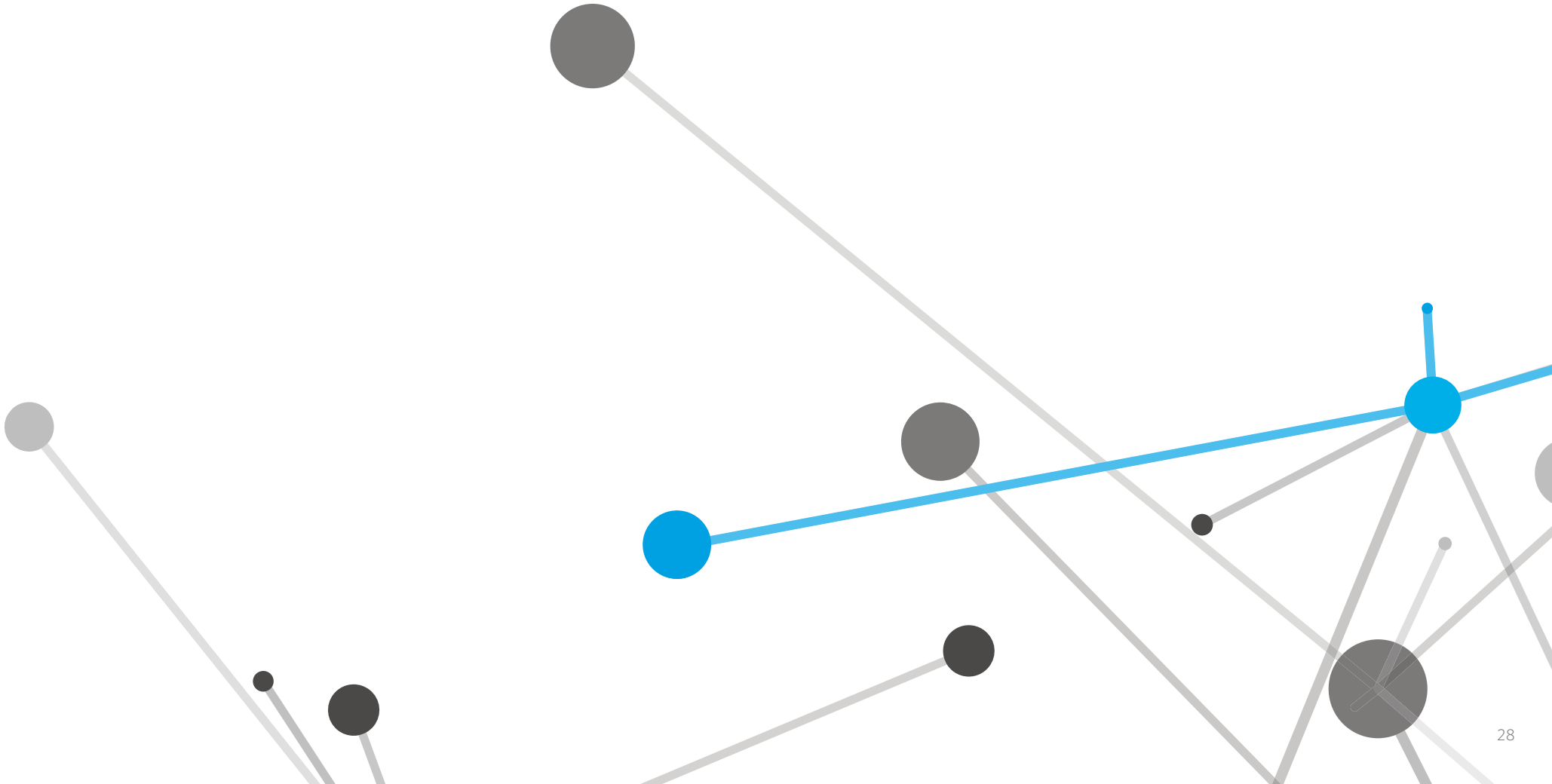
Video



FPO

The highlight

as a brand element



Print Ads

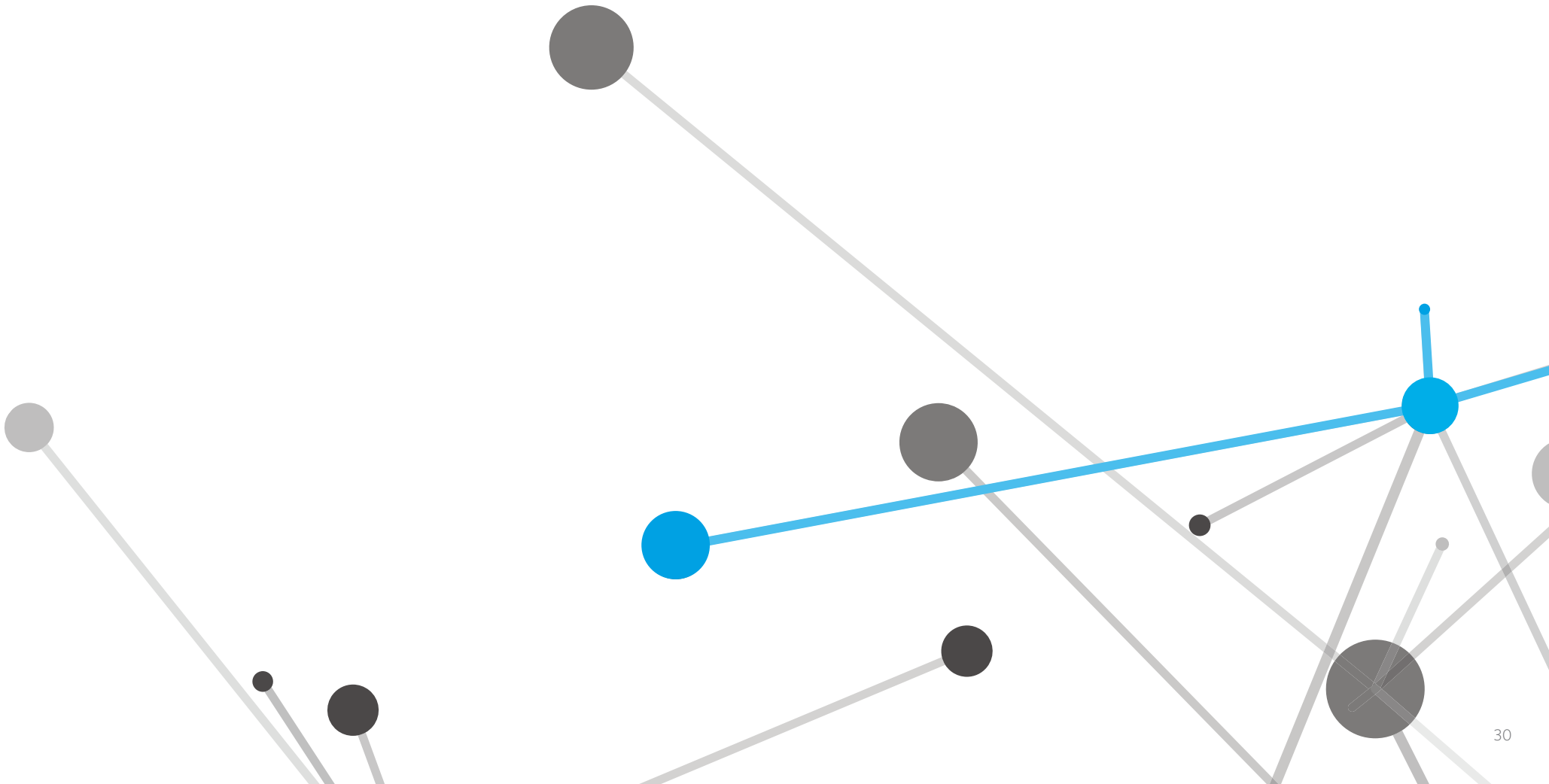




Digital Banners



Color palettes



CORPORATE-PRIMARY COLORS

Genpact Blue

100% Black

100% white

CORPORATE-SECONDARY COLORS

Genpact Orange

Genpact Green

LEAN DIGITAL-PRIMARY COLORS

Digital yellow

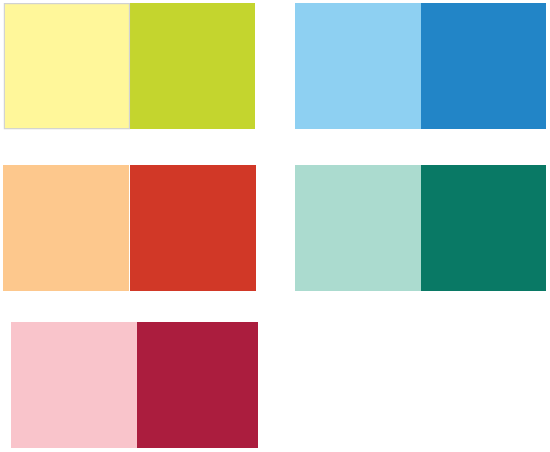
Digital blue

Digital orange

Digital green

Digital red

LEAN DIGITAL-SECONDARY COLORS



Palette overview

Genpact branding guidelines embrace color as a tool to communicate our brand- past, present and future.

There are currently two facets to Genpact's color strategy, the first being an overarching high level color grouping and the second being a palette provided to mark the company's present and future transition into the world of the lean digital enterprise.

Legacy Colors: Genpact blue, 100% black and white have been and remain the primary colors of Genpact's overarching corporate palette. The three primary colors in this grouping represent our corporate brand and its' legacy, first as a division of GE and second as it's own corporate entity.

Genpact orange and Genpact green (shown lower left) are available to supplement the primary corporate legacy colors (blue, black and white) in designated non-lean digital brand applications. It should also be noted that along with the secondary legacy palette, designated tints of Genpact blue and black may be used sparingly to add accent details in layout designs, charts, and graphs.

Digital Colors: The lean digital brand palette consists of 5 primary (highlighting) colors, along with a supplemental palette of 10 secondary colors built off of the 5 digital hues (lighter and darker versions of each primary color).

Refer to the following pages for specific formulas for each color and information regarding proper application of any and all primary and secondary hues to brand related materials.

PRIMARY

Genpact Blue

Pantone 299 C
C:100 M:10 Y:0 K:0
R:0 G:163 B:226
HEX #00A3E2

EXPANDED PALETTE

Pantone 7705 C
C:92 M:53 Y:27 K:6
R:0 G:105 B:149
HEX #006995

Pantone 3025 C
C:97 M:66 Y:38 K:21
R:0 G:72 B:112
HEX #004870

Pantone 539 C
C:96 M:82 Y:48 K:62
R:2 G:33 B:61
HEX #02213D

SECONDARY

Genpact Orange

Pantone 138 C
C:0 M:50 Y:100 K:0
R:247 G:147 B:29
HEX #F7931D

Genpact Green

Pantone 375 C
C:50 M:0 Y:100 K:0
R:141 G:198 B:63
HEX #8DC63F

EXPANDED PALETTE

Pantone 153 C
C:25 M:64 Y:100 K:11
R:176 G:96 B:40
HEX #B06028

Pantone 7526 C
C:33 M:82 Y:100 K:40
R:119 G:55 B:22
HEX #773716

Pantone 7630 C
C:43 M:82 Y:79 K:66
R:73 G:27 B:21
HEX #491B15

Pantone 377 C
C:55 M:20 Y:99 K:2
R:108 G:153 B:49
HEX #6C9931

Pantone 575 C
C:66 M:36 Y:100 K:22
R:67 G:94 B:38
HEX #435E26

Pantone 3435 C
C:85 M:46 Y:85 K:54
R:19 G:56 B:34
HEX #133822

Expanded Legacy Palette

Genpact blue, 100% black and white are the primary colors of Genpact's overarching corporate palette. These three colors are the only hues that are ever used in conjunction with the ***Generating Impact*** logo (See page X for further information on colors used with the Genpact logo).

Genpact orange and Genpact green (shown left) are available to supplement Genpact blue in graphic applications which do not utilize any aspects of lean digital branding. Genpact orange and green function as stand alone colors and can be used independently of Genpact blue in instances where a black or white Generating Impact logo is used.

Genpact blue, orange and green each have an expanded palette of analogous colors that can be used when more colors are required.

DIGITAL PRIMARY		LEAN DIGITAL LOGO VERSION TO BE USED
Digital Yellow	Pantone 395C C C:0 M:5 Y:100 K:0 R:255 G:242 B:0 HEX #FFF200	GENPACT GENERATING IMPACT℠ / LEAN DIGITAL℠
Digital Orange	Pantone 172 C C:0 M:66 Y:87 K:0 R:208 G:87 B:33 HEX #FF5721	GENPACT GENERATING IMPACT℠ / LEAN DIGITAL℠
Digital Red	Pantone 192 C C:0 M:100 Y:72 K:11 R:227 G:0 B:64 HEX #E30040	GENPACT GENERATING IMPACT℠ / LEAN DIGITAL℠
Digital Blue	Pantone 2171 C C:99 M:31 Y:0 K:4 R:3 G:168 B:245 HEX #03A8FS	GENPACT GENERATING IMPACT℠ / LEAN DIGITAL℠
Digital Green	Pantone 7705 C C:100 M:0 Y:26 K:28 R:0 G:183 B:135 HEX #00B787	GENPACT GENERATING IMPACT℠ / LEAN DIGITAL℠

Lean Digital Palette- Primary colors

There are 5 primary colors in the lean digital palette; digital yellow, digital orange, digital green, digital blue and digital red.

The five primary colors are the backbone of the lean digital palette. They are the only designated hues that can used to highlight copy in print or digital materials using lean digital messaging and graphic elements (refer to page 18 for further information on the lean digital logo).

NOTE: Of the 5 primary lean digital colors, only lean digital yellow and lean digital blue may appear as the highlight color in the genpact lean digial logo.

In instances where digital red, digital orange or digital green are used to highlight copy, any lean digital logo used in proximity of these colors or within the same document should be the logo version that is free of any highlighing (see examples at left).

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DIGITAL PRIMARY		DIGITAL SECONDARY			
Digital Yellow	Pantone 138 C C:0 M:50 Y:100 K:0 R:247 G:147 B:29 HEX #F7931D		Pantone 138 C C:0 M:50 Y:100 K:0 R:247 G:147 B:29 HEX #F7931D		Pantone 375 C C:50 M:0 Y:100 K:0 R:141 G:198 B:63 HEX #8DC63F
Digital Orange	Pantone 7705 C C:92 M:53 Y:27 K:6 R:0 G:105 B:149 HEX #006995		Pantone 153 C C:25 M:64 Y:100 K:11 R:176 G:96 B:40 HEX #B06028		Pantone 299 C C:100 M:10 Y:0 K:0 R:0 G:163 B:226 HEX #00A3E2
Digital Red	Pantone 7705 C C:92 M:53 Y:27 K:6 R:0 G:105 B:149 HEX #006995		Pantone 7526 C C:33 M:82 Y:100 K:40 R:119 G:55 B:22 HEX #773716		Pantone 377 C C:55 M:20 Y:99 K:2 R:108 G:153 B:49 HEX #6C9931
Digital Blue	Pantone 7705 C C:92 M:53 Y:27 K:6 R:0 G:105 B:149 HEX #006995		Pantone 7630 C C:43 M:82 Y:79 K:66 R:73 G:27 B:21 HEX #491B15		Pantone 575 C C:66 M:36 Y:100 K:22 R:67 G:94 B:38 HEX #435E26
Digital Green	Pantone 7705 C C:92 M:53 Y:27 K:6 R:0 G:105 B:149 HEX #006995		Pantone 7630 C C:43 M:82 Y:79 K:66 R:73 G:27 B:21 HEX #491B15		Pantone 3435 C C:85 M:46 Y:85 K:54 R:19 G:56 B:34 HEX #133822

FPO

Lean Digital Palette- Secondary colors

Each of the 5 lean digital primary colors has a pair of secondary colors mapped to it. One of the two shades is darker than the digital primary color, and the second shade of the pair is lighter in hue.

It should be noted that along with the 10 light and dark colors that supplement the primary palette, designated tints of each primary may also be considered and applied as additional secondary colors.

All secondary colors, including tints may be used judisciouly as accents in layout designs, charts, and graphs. It is recommended that secondary colors or tints of them are paired with the corresponding primary hue, with the minimal amount that the primary color

Lean Digital Palette- Color System Values

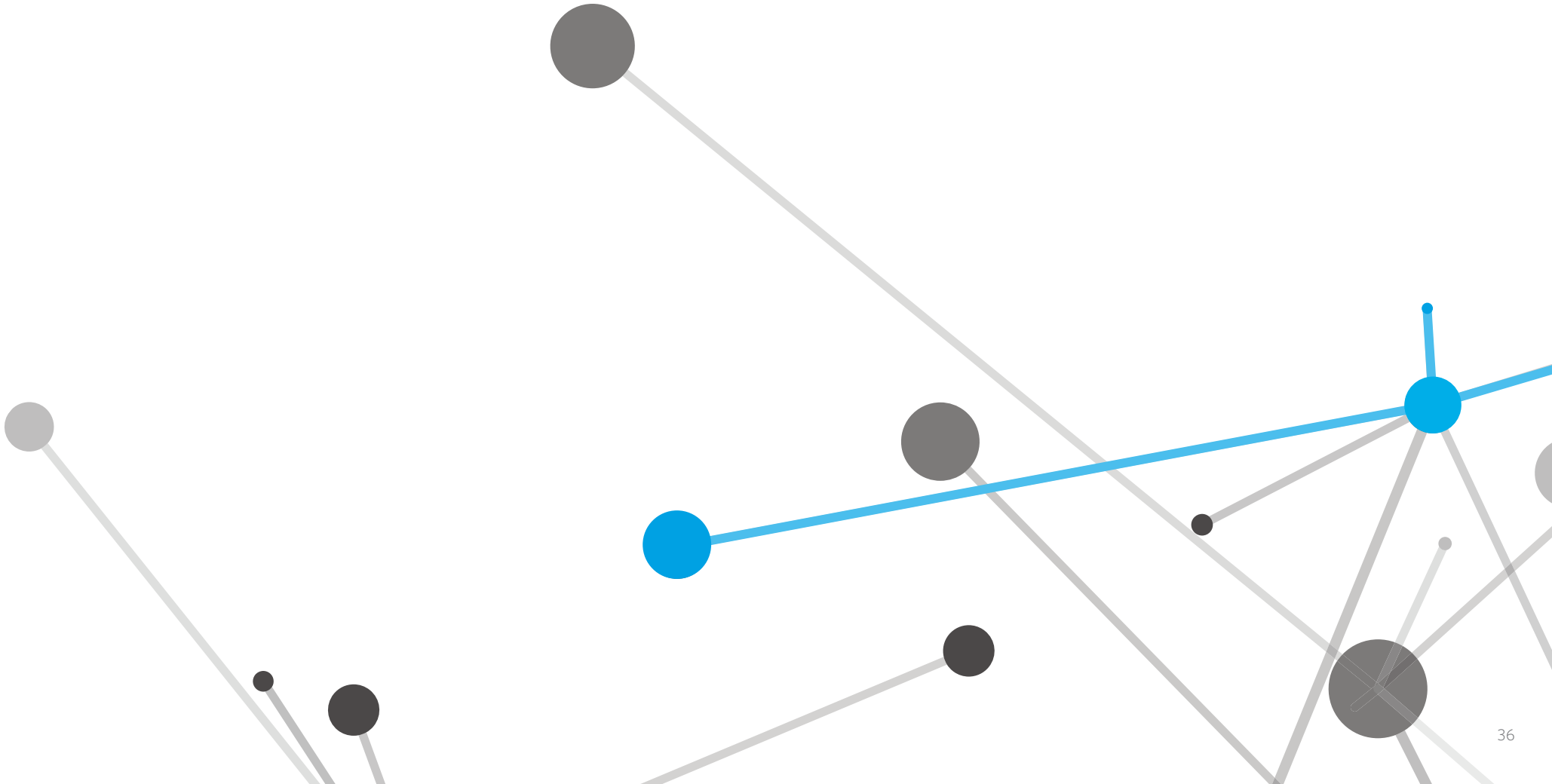
The chart below breaks down the 15 colors of the lean digital palette into some of the more common color measuring systems for both print and digital applciation.

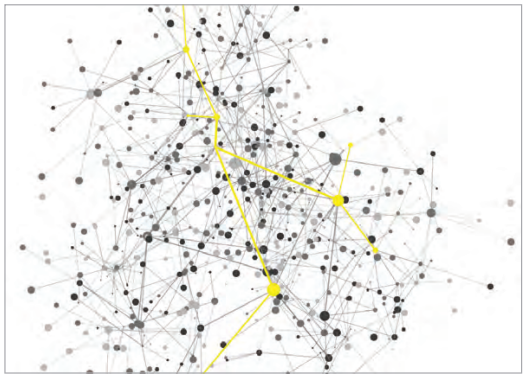
Color Name	R/G/B Value	CMYK Value	Websafe	HEX #	Pantone Solid Coated	Pantone Solid Uncoated
Lean Digital Yellow	255, 242, 000	0, 5, 100, 0	#ffff00	FFF200	Pantone Solid Coated 395 C	Pantone Solid Uncoated 395 U
Lean Digital Light Yellow	255, 251, 181	0, 2, 29, 0	#ffffcc	#fffbb5	Pantone Solid Coated Yellow 0131 C	Pantone Solid Uncoated 587 U
Genpact Dark Yellow	197, 213, 13	8, 0, 94,16	#cccc00	#c5d50d	Pantone Solid Coated 2297 C	Pantone Solid Uncoated 389 U
Genpact Dark Red	171, 0, 60	0, 100, 65, 33	#990033	#ab003c	Pantone Solid Coated 7426 C	Pantone Solid Uncoated 704 U
Lean Digital Red	227, 0, 64	0, 100, 72, 11	#cc0033	#e30040	Pantone Solid Coated 192 C	Pantone Solid Uncoated 1797 U
Lean Digital Light Red	255, 197, 203	0, 23, 20, 0	#ffcccc	#ffc5cb	Pantone Solid Coated 699 C	Pantone Solid Uncoated 496 U
Genpact Dark Green	0, 121, 102	100, 0, 16, 53	#006666	#007966	Pantone Solid Coated 2244 C	Pantone Solid Uncoated 335 U
Lean Digital Green	0, 183, 135	100, 0, 26, 28	#00cc99	#00b787	Pantone Solid Coated 2250 C	Pantone Solid Uncoated 2250 U
Lean Digital Light Green	178, 222, 207	20, 0, 7, 13	#99cccc	#b2decf	Pantone Solid Coated 573 C	Pantone Solid Uncoated 566 U
Genpact Dark Orange	208, 57, 38	0, 73, 82, 18	#cc3333	#d03926	Pantone Solid Coated 7626 C	Pantone Solid Uncoated 2035 U
Lean Digital Orange	255, 87, 33	0, 66, 87, 0	#ff6633	#ff5721	Pantone Solid Coated 172 C	Pantone Solid Uncoated 166 U
Lean Digital Light Orange	255, 222, 194	0, 13, 24, 0	#ffcccc	#ffdec2	Pantone Solid Coated 475 C	Pantone Solid Uncoated 2309 U
Genpact Dark Blue	3, 135, 209	99, 35, 0, 18	#0099cc	#0387d1	Pantone Solid Coated 2143 C	Pantone Solid Uncoated 2173 U
Lean Digital Blue	3, 168, 245	99, 31, 0, 4	#0099ff	#03a8f5	Pantone Solid Coated 2171 C	Pantone Solid Uncoated 292 U
Lean Digital Light Blue	182, 230, 252	28, 9, 0, 1	#ccffff	#b6e6fc	Pantone Solid Coated 290 C	Pantone Solid Uncoated 7457 U



Graphic elements

for the brand

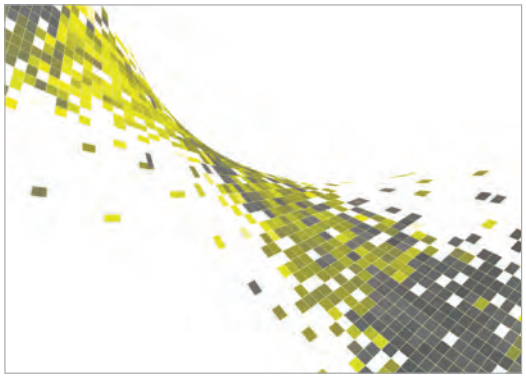




Matrix element



Dots element



Warped pixels element



Hex element

Lean digital visual elements

For applications of the lean digital brand, we have developed a set of universal graphics representative of information, with an emphasis on lean + digital.

Subject matter for these elements was derived from digitally constructed models of data, connections, and networks - all of which visually represent Genpact and the lean digital brand.

The current list of graphic elements and their representation of the the lean digital brand include:

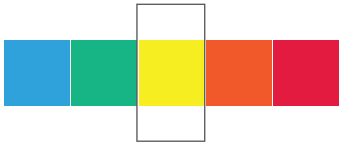
the matrix - networking, connectivity (*shown upper left*)

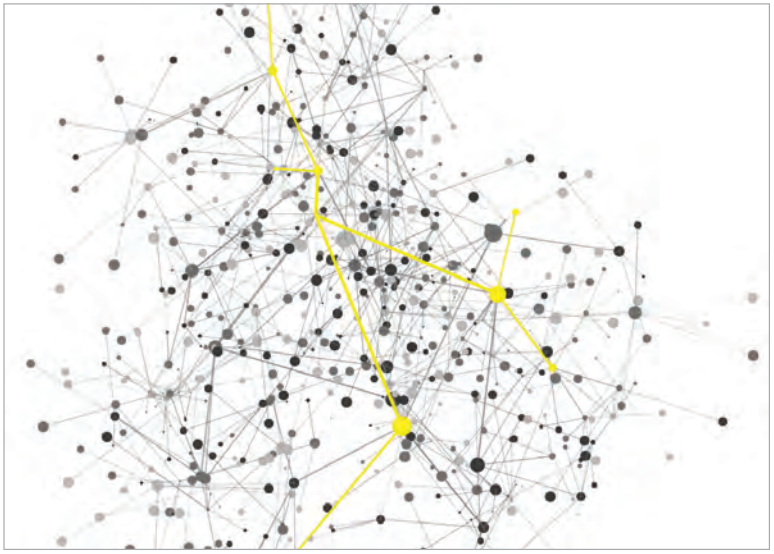
the warped pixels - cutting edge digital technology and transformation (*shown lower left)*

the dots - digital design, adaptation, and systematic connectivity

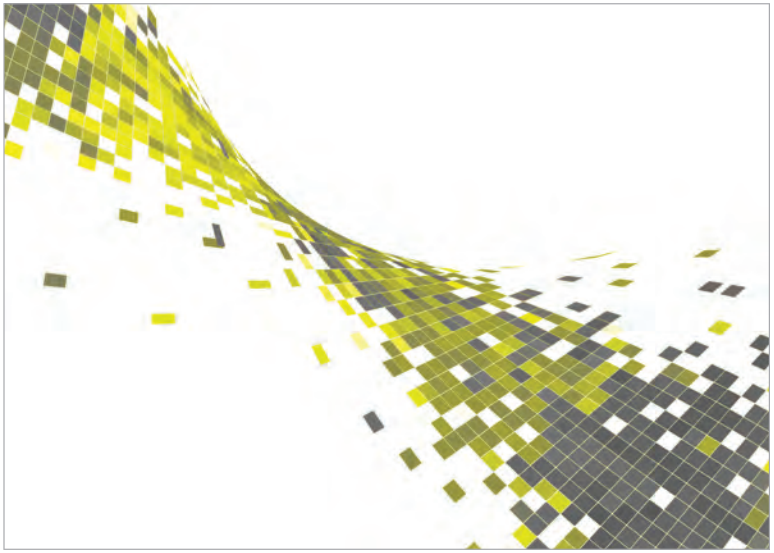
the hex - digital foundations and building blocks, linear engagement and progression

Additional examples of the lean digital graphic elements are shown on pages 26-27.





Matrix element



Warped pixels element

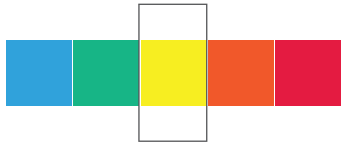
Visual elements- matrix and warped pixels

The dots and the hex elements are part of the set of universal graphics defined to represent lean digital.

Shown on the upper left is ***the dots*** element. T***he hex*** element is shown on the lower left. *Digital yellow* is used in combination with gray in these examples, and is one of the 5 allowable colors available for use with the graphic elements.

The lean digital elements can appear on a white, gray or black background in any one of the 5 primary lean digital hues in combination with gray. However, when printing the elements, a white or light background is recommended for the best printing results.

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Dots element



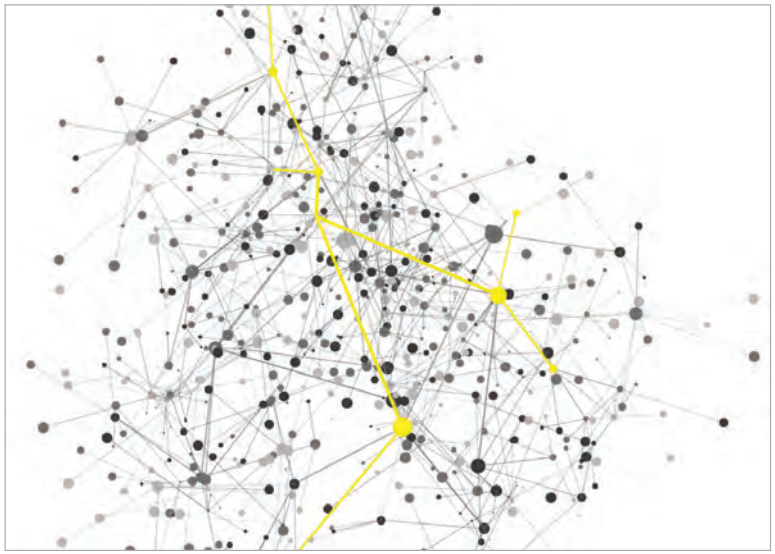
Hex element

Visual elements- dots and hex

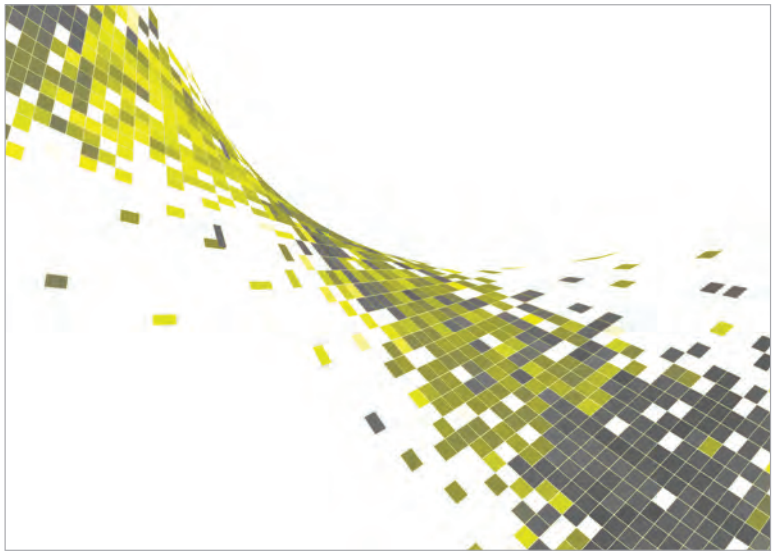
The dots and the hex elements are part of the set of universal graphics defined to represent lean digital.

Shown on the upper left is ***the dots*** element. T***he hex*** element is shown on the lower left. *Digital yellow* is used in combination with gray in these examples, and is one of the 5 allowable colors available for use with the graphic elements.

The lean digital elements can appear on a white, gray or black background in any one of the 5 primary lean digital hues in combination with gray. However, when printing the elements, a white or light background is recommended for the best printing results.



Matrix element

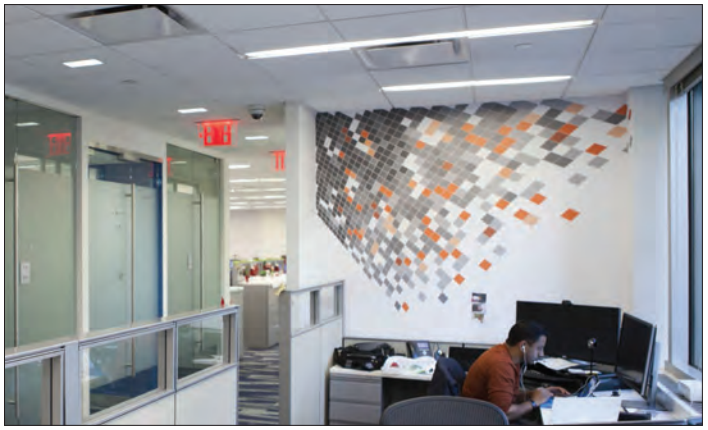


Warped pixels element

Visual elements - application

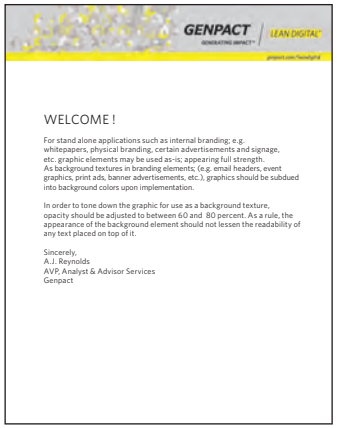
Use of the lean digital graphic elements should align with the following brand guidelines:

- The lean digital graphic elements are used independently of each other, and two differing ones never appear on the same page/slide/spread.
- A maximum of three of the graphic elements may appear within the same publication.
- Use the following parameters in determining whether it is appropriate to use a singular, a pair, or the maximum of three elements independently within a publication:
  - 1-4 pages = use only one element
  - 5-12 pages = maximum of 2 elements
  - 13+ pages = maximum of 3 elements
- When applying a lean digital element to a brand asset, use **only one** of the 5 highlight colors (see page X) from the lean digital palette in combination with shades of gray. No other hues found in the lean digital or genpact legacy palettes are to be used to color the elements.
- To minimize busyness in a composition, consideration should always be given to the size of the graphic element in relation to the available brand canvas. Providing whitespace and reducing visual clutter by creating balance between the size of the graphic element and the amount of information displayed will result in concise, "lean" messaging and impactful branding for Genpact.



Facility branding graphic - full strength





Collateral examples - full strength and subdued elements



Event asset -
element subdued in background

Visual elements- emphasis

For stand alone applications such as branding; of whitepapers, facilities, certain advertising campaigns and signage, etc. *graphic elements may be used as-is, appearing full strength.*

When serving as background textures in branding elements; (e.g. email headers, event graphics, print ads, banner advertisements, etc.), *graphics should be subdued into background colors upon implementation.*

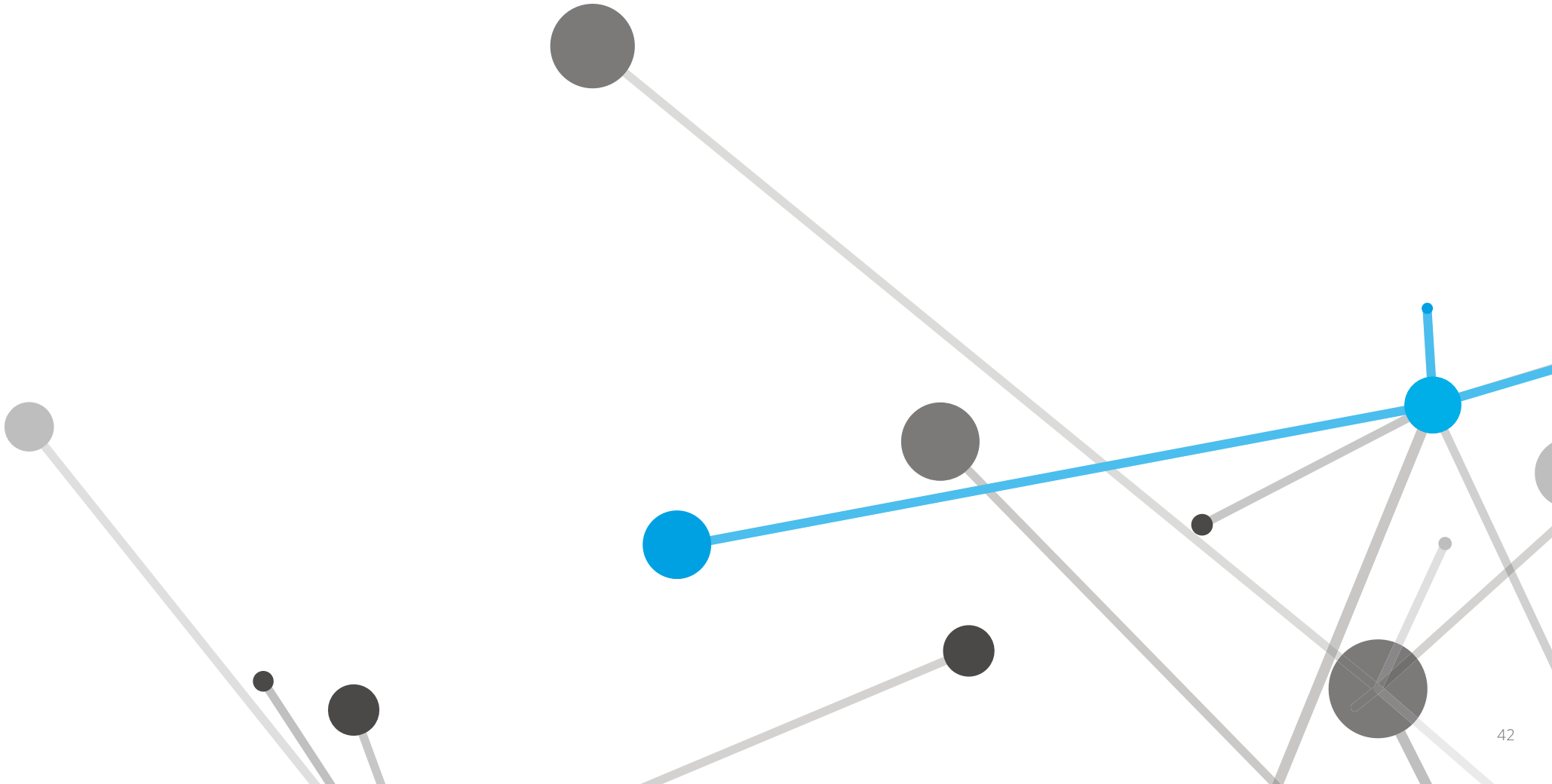
In order to tone down the graphic for use as a background texture, **opacity** should be adjusted to between **60 and 80 percent**. As a rule, the appearance of the background element should not lessen the readability of any text placed on top of it.

In certain instances, if required for greater readabiltiy of text, opacity level can be adjusted below the 60% level as long as the background still appears somewhat pronounced, and thus continues to enhance the branding application and promote the lean digital message.

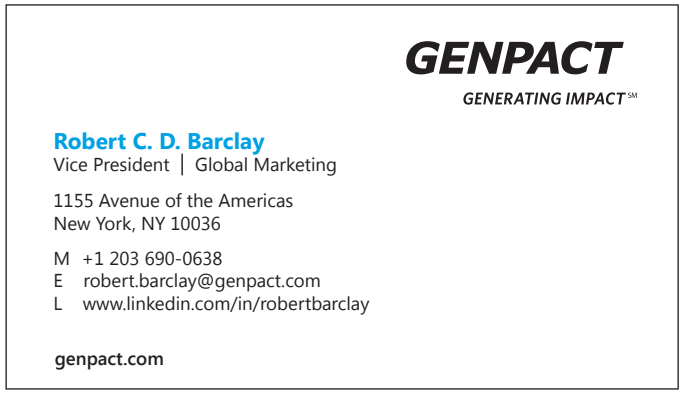
The lean digital graphic elements can also be used to enhance photography where applicable. Examples of photography enhancements using the digital elements are provided on page X.

Templates

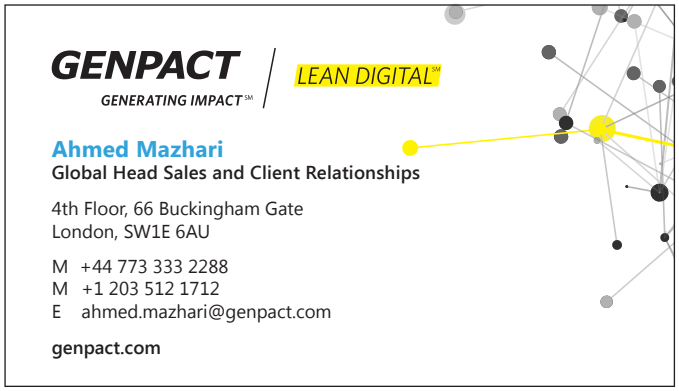
for applying the brand



Template 1:
Genpact corporate card



Template 2:
Genpact lean digital card



Template 3:
Genpact acquisition card



Business cards

There are currently three layout options for business cards. Choice of template is dependent on where the employee's job responsibilities fall within Genpact's businesses, or whether an employee works for a company that has been acquired by Genpact.

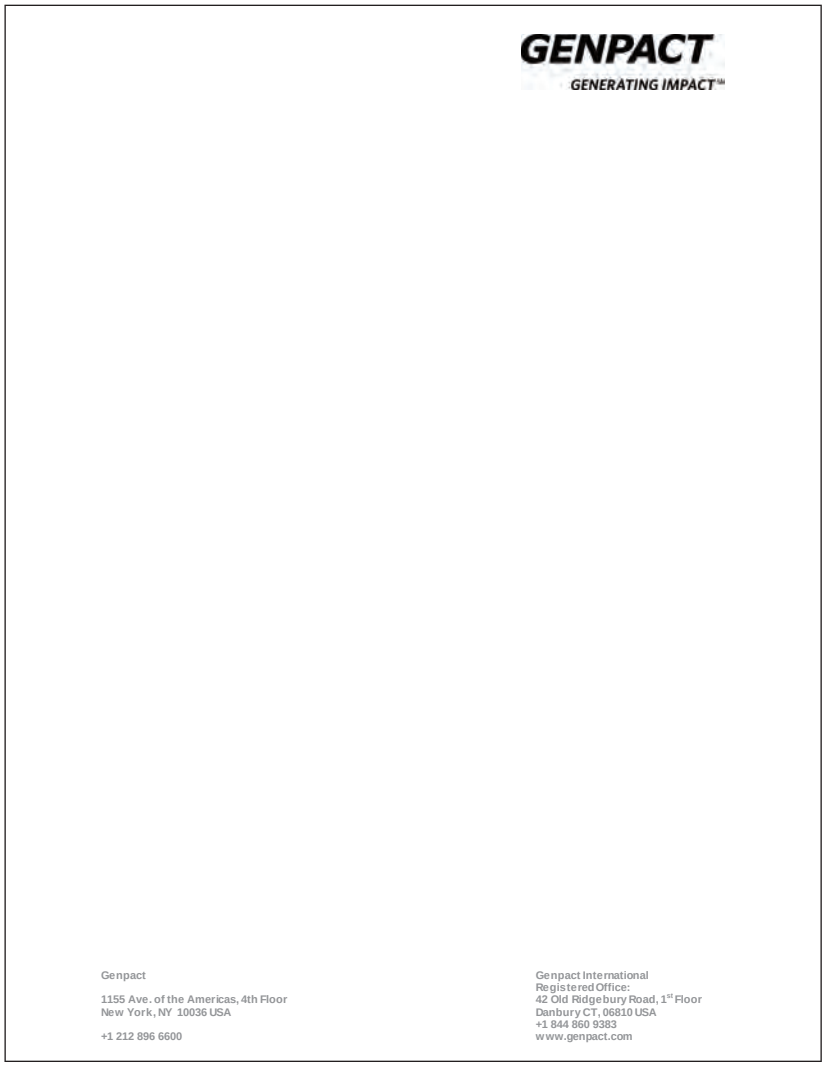
Available layout styles fall into three catagories:

- The traditional corporate layout using the Genpact company logo. This template is suitable for employees working in business sectors which do not fall under the lean digital branding umbrella.
- The lean digital branded layout incorporates that logo and graphic elements and is appropriate for most areas of the company that are working under the digital enterprise umbrella.
- A traditional Genpact corporate card layout that incorporates an acquired company logo in phase 1 of the logo transition.

Once an appropriate template for business cards has been established and approved by an employee's management, business cards can be globally sourced via Genpact's online portal at **https://www.mercuryprint.solutions/genpact**

This process requires using a corporate credit card as the form of payment, and an online account needs to be set up at the above url to order business cards. Business cards that are required for regions outside of the USA, once ordered, will be redirected to designated global vendors who are approved to produce cards for the employee's particular geographic region.

For questions or concerns regarding business card ordering please contact Genpact Global marketing at XXXXXXXXXXX@genpact.com



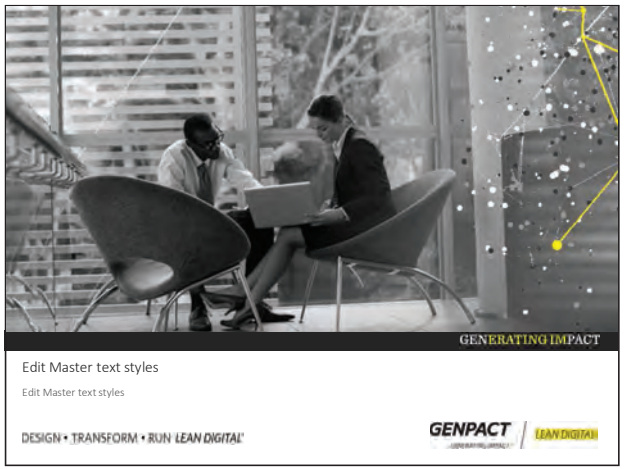
Letterhead

The corporate letterhead is designed with generous space for composition, while immediately identifying the communication as coming from Genpact.

An electronic Letterhead template is available for download at genpact.gosavo.com. While the local corporate address can be changed within the electronic template, to maintain brand consistency, alterations should never be made to the placement of the logo or to the position of the address blocks on the page.

For subsidiary letterhead options, please contact the Genpact Global marketing team.

Lean Digital Template
Presentation Title Slide
with optional date and name of presenter



Lean Digital Template:
Body slide.
Useful for text and image content. Many page configurations available



Tips for putting together great powerpoint presentations:

- The less cluttered the slide is, the more powerful the visual message will become.
- Slides should have plenty of "white space". Do not feel compelled to fill empty areas on the slide
- Limit bullets and text
- Use high quality charts and graphics

Powerpoint Templates

A powerpoint template is the easiest way to create consistent branding for Genpact presentations. When putting together a powerpoint presentation, to provide the most impact for the intended audience, it is best to keep things simple.

To the left are thumbnail versions of the most commen master slides used in building brand compliant presentations. High level suggestions for populating the slides are also noted.

The title slide contains the Genpact logo, the name of the presentation, and optionally, the name of the presenter and the date. Both the title and the body slides incorporate "Design, Transform, Run Lean Digital" in the footer area for brand consistency. Images used for the cover page background can be vertical or process specific or often show people collaborating in an office environment. Examples of suitable images can be found on page XX.

The main body slide has a header and footer. The header can optionally have section information to aid in context of the slide (introduction, summary, etc). With in the body, the Slide title is in two parts. One line Main and one line supportive. This should be maintained if at all possible and should state the objective of the slide and key finding. Be concise.

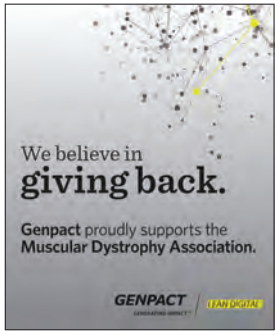
Please Note: the header and footer are sacred ground and in no circumstances should any content from the main body of the slide cross into these areas.

Genpact has several brand compliant powerpoint templates available for download at genpact.gosavo.com.















Print Advertising

A powerpoint template is the easiest way to create consistent branding for Genpact presentations. When putting together a powerpoint presentation, to provide the most impact for the intended audience, it is best to keep things simple.

To the left are thumbnail versions of the most commen master slides used in building brand compliant presentations. High level suggestions for populating the slides are also noted.

The title slide contains the Genpact logo, the name of the presentation, and optionally, the name of the presenter and the date. The main body slide has a brand element at the top, but is flexible in how the information can be presented on individual pages. Both the title and the body slides incorporate "Design, Transform, Run Lean Digital" in the footer area for brand consistency.

Tips for putting together great powerpoint presentations:

- The less cluttered the slide is, the more powerful the visual message will become.
- Slides should have plenty of "white space". Do not feel compelled to fill empty areas on the slide
- Limit bullets and text
- Use high quality charts and graphics

Genpact has several brand compliant powerpoint templates available for download at genpact.gosavo.com.



Corporate e-signature

When creating your Genpact signature use the following guidelines:

- Use office address or if virtual, use city, state, country
- Use C – for cell, O – Office, F- Fax.
- Always add country code.
- Add linkedIn profile, twitter handle, a blog etc. as appropriate,

NOTE: Personal quotations or philosophical statements should not be included as part of your signature.

Watermarked, colored or photographic backgrounds in emails are not recommended as they often make correspondence difficult to read and are not always compatible with other email programs.

Preferred font and size: **Arial 10 point**.

Confidentiality stamp

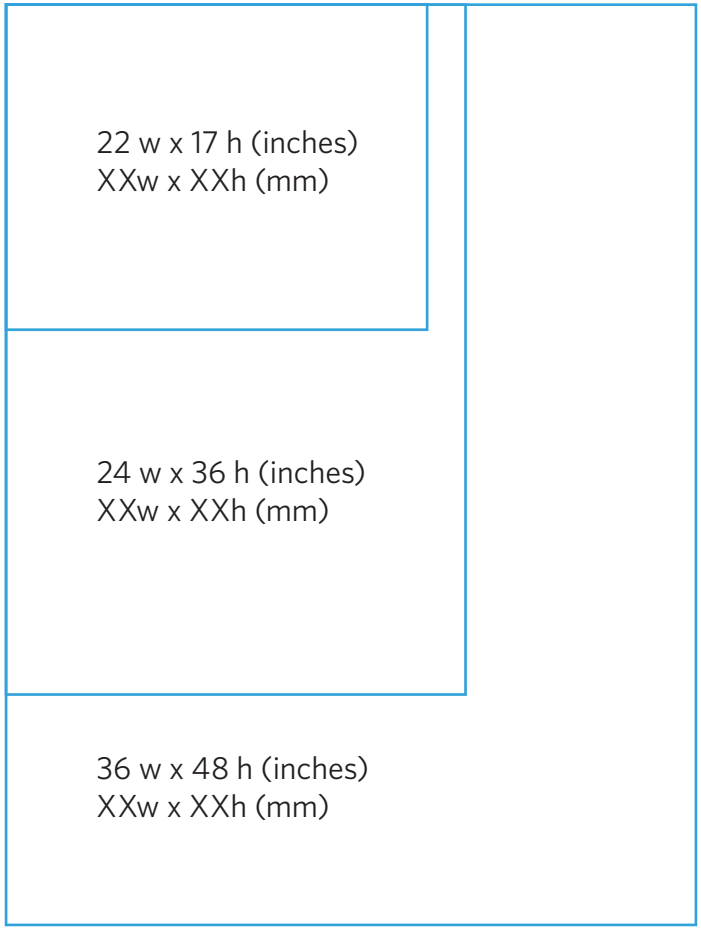
When required, the following confidentiality clause can be included at the bottom of the signature:

This e-mail message is intended only for the personal use of the recipient(s) named above. If you are not an intended recipient, you may not review, copy or distribute this message.

If you have received this communication in error, please notify the sender immediately by e-mail and delete the original message.

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robert c.d. barclay | vice president global marketing | GENPACT | 1155 avenue of the americas, New York, NY, 10036 | robert.barclay@genpact.com | +1.2036900638 |



Internal Posters

Posters are created for internal use only, This rule applies regardless of subject matter and/ or destination; whether Genpact, subsidiaries of Genpact, companies acquired by Genpact or any combination of the above. There are 3 standard sizes for Genpact posters as illustrated to the left.

There are many posters in existence throughout Genpact facilities worldwide which fall under previous branding guidelines (see examples on page 49). These existing legacy assets are still considered viable for use, however, all new posters created should reflect the lean digital branding in typestyle, graphic style and palette.

To get a poster created and printed, contact the communication team at xyz@genpact.com

Prior to printing, all newly designed posters are subject to review by the Global Branding team for adherence to current guidelines.



Poster design incorporating lean digital brand elements

Poster Design

Any new poster designs should be created with the lean digital brand elements in mind. Appropriate layouts will successfully incorporate lean digital branding elements- Whitney HTF and/or Sentinel fonts, the lean digital logo, and one of the lean digital graphic elements if desired (pX). On-brand photography as defined on pages X-Z can be used either alone or in combination with a graphic element (shown on pages A-F), as long as the photography is appropriate for the subject matter of the poster. If a lean digital graphic element is presented in combination with photography on a poster design, the graphic element must be subtle in nature and appear secondary to both the copy and the photography.

All new posters, in addition to reflecting lean digital branding in the form of message tone, typeface, and graphic style should feature one or more colors from the lean digital palette. Primary or secondary colors from the Genpact legacy palette (pX) may also be incorporated as long as there is at least one primary lean digital color present within 20% of the poster canvas.

To get a new poster created and printed, contact the communication team at xyz@genpact.com

As mentioned previously, all newly designed posters are subject to review by the Global Branding team for aethetics, messaging appropriateness and adherence to current guidelines prior to printing,.

















FPO





Legacy Poster Examples

These are some of the posters in existence throughout Genpact facilities worldwide which fall under previous branding guidelines. These existing assets are still considered viable, however, all new posters created should reflect the lean digital branding in typestyle, graphic style and coloring.

To get a poster created and printed, contact the communication team at xyz@genpact.com

Prior to printing, all newly designed posters are subject to review by the Global Branding team for adherence to current guidelines.



Personal Computer Wallpaper

Desktop wallpapers serve an important purpose. Not only do they serve as a signal that a computer is locked and safe from intrusion, they also provide the ability to preserve the electronic elements and thus longevity of the computer's monitor or laptop screen. To the left are some of the legacy corporate wallpaper designs that you may see appear on your computer screen.

New wallpaper designs for use within Genpact or its' subsidiary companies are subject to review by the Global Branding team prior to implementation.

For any issues with the appearance of, or to obtain existing desktop screen wallpaper, contact the Genpact IT Helpdesk for more information and assistance.