FOCUS 2016

Focus 2016 Branding Recommendations

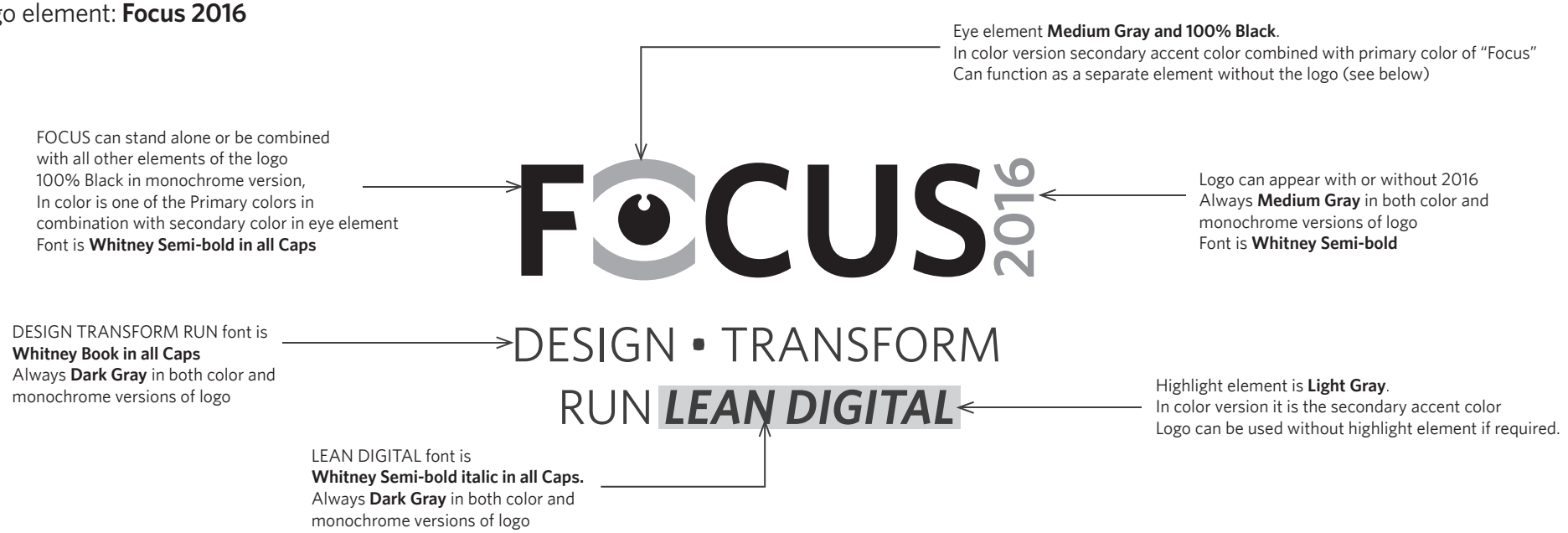


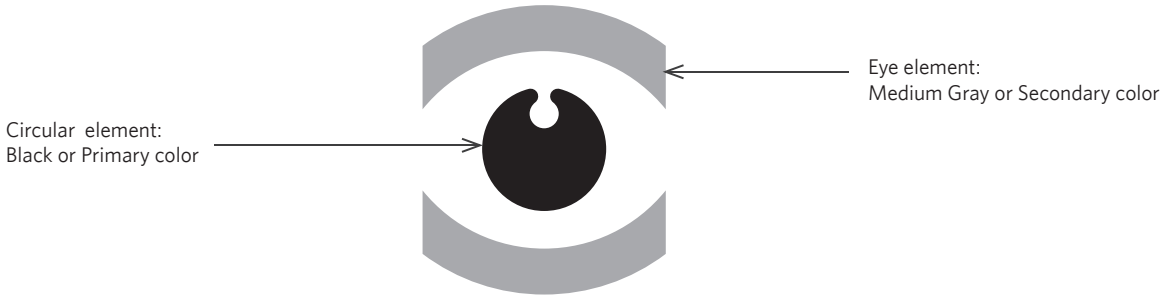
GENPACT

GENERATING IMPACT℠

GENPACT Global Marketing | 01.25.16

Logo element: **Focus 2016**





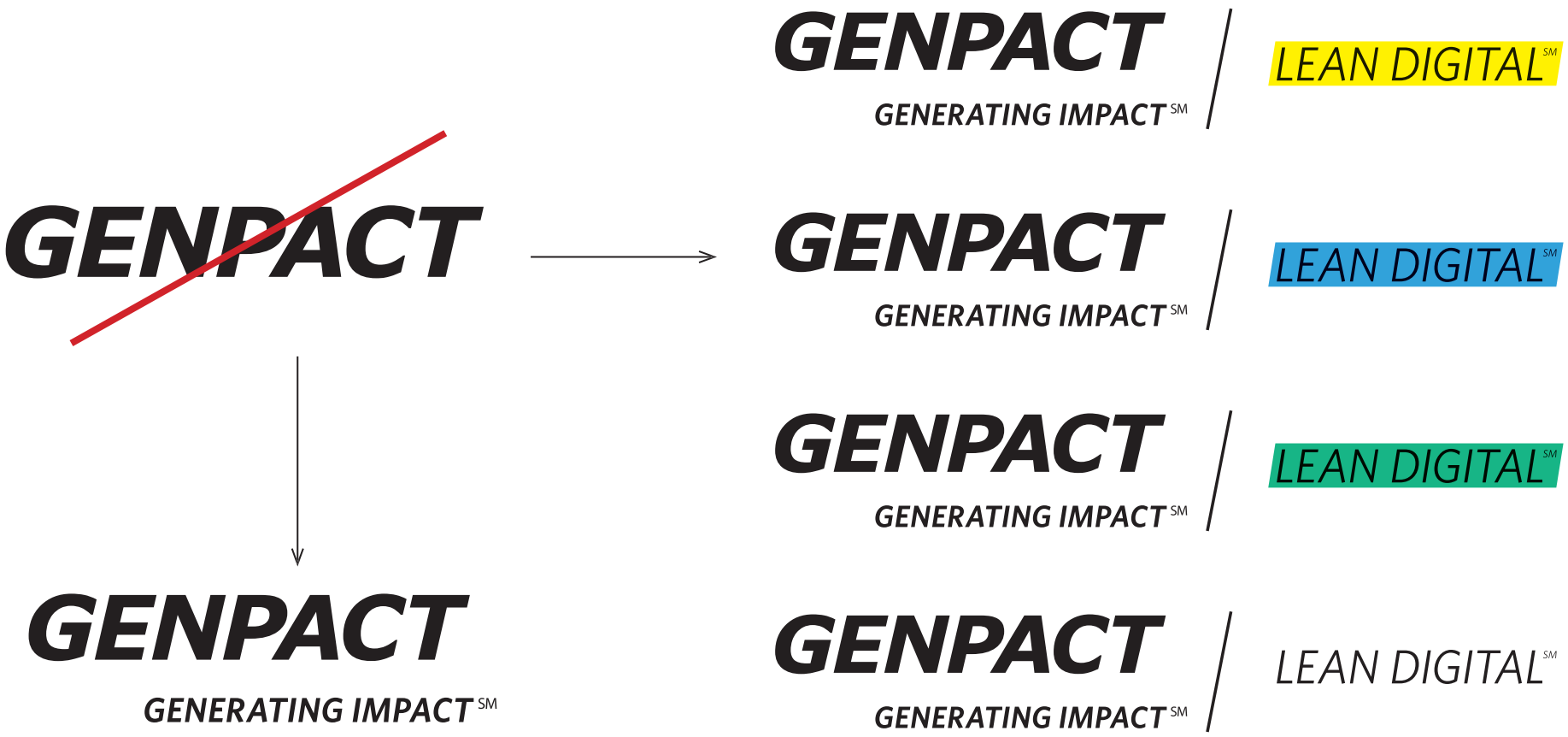
Standalone Eye element

Focus 2016 Palette

FOCUS 2016
DESIGN • TRANSFORM
RUN *LEAN DIGITAL*

	Black	Lean Digital Blue	Lean Digital Yellow	Lean Digital Green
Primary Colors	R 00 G 00 B 00 C 0 M 0 Y 0 K 100 Hex #000000	R 003 G 168 B 245 C 69 M 21 Y 0 K 0 Hex #03A8F5	R 255 G 242 B 000 C 4 M 0 Y 93 K 0 Hex #FFF200	R 000 G 183 B 135 C 77 M 0 Y 64 K 0 Hex #00B787
Secondary Colors	Medium Gray R 147 G 149 B 152 C 0 M 0 Y 0 K 50 Hex #939597	Light Blue R 154 G 220 B 251 C 35 M 0 Y 0 K 0 Hex #9ADCFB	Light Yellow R 252 G 238 B 034 C 5 M 0 Y 93 K 0 Hex #FCEE22	Light Green R 167 G 217 B 195 C 34 M 0 Y 28 K 0 Hex #A7D8C2
Secondary Neutral	Light Gray R 209 G 211 B 212 C 0 M 0 Y 0 K 20 Hex #000000			

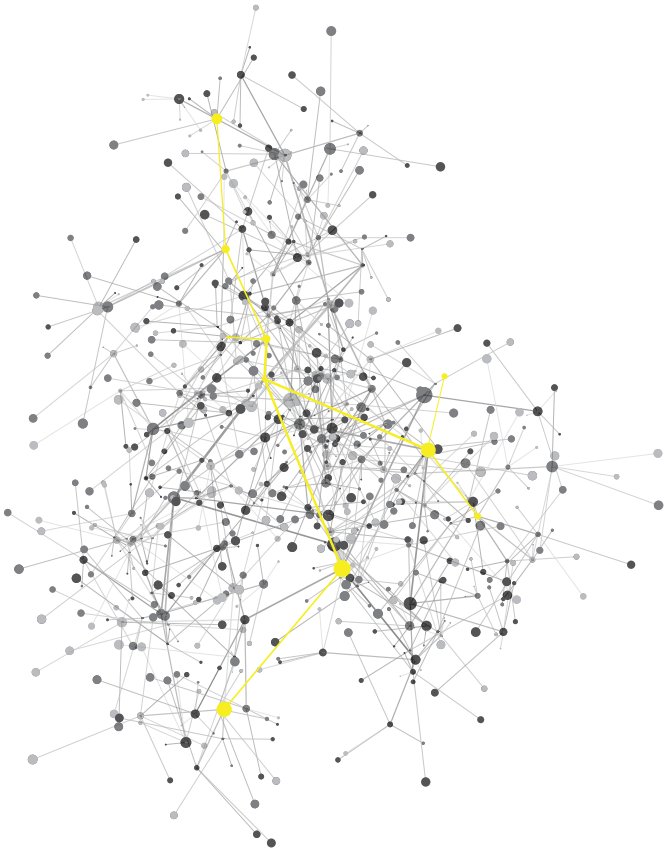
The Genpact brand - The Lean digital logo or the Genpact Generating Impact logo should appear anywhere that requires corporate branding.
Do not use "Genpact" by itself.



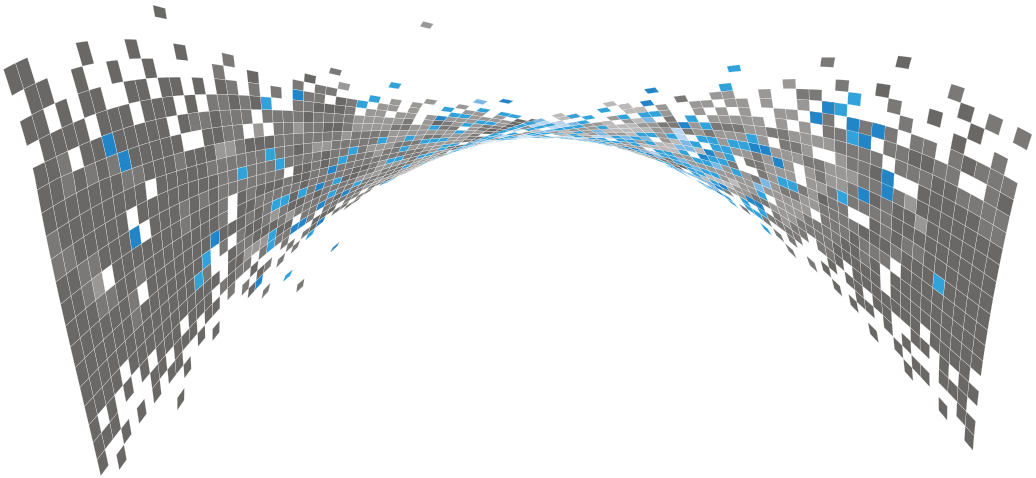
Genpact official corporate logo

Genpact Lean Digital logo

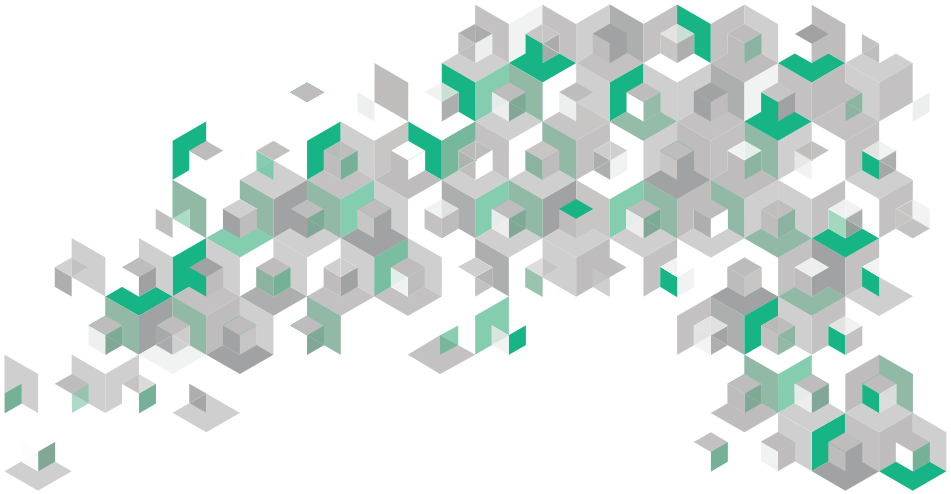
Graphic Elements



Networking graphic element, used with **Digital Yellow** only. In the context of **Design. Transform. Run.**, the networking graphic and Digital yellow are used to represent **DESIGN**



Warped pixels graphic element, used with **Digital Blue** only. In the context of **Design. Transform. Run.**, the warped pixels graphic and Digital blue are used to represent **TRANSFORM.**



The Hex graphic element, used with **Digital Green** only. In the context of **Design. Transform. Run.**, the Hex graphic and Digital green are used to represent **RUN.**

Graphic Elements - Cityscape Graphic updated and is presented in a subtle manner on materials where appropriate.



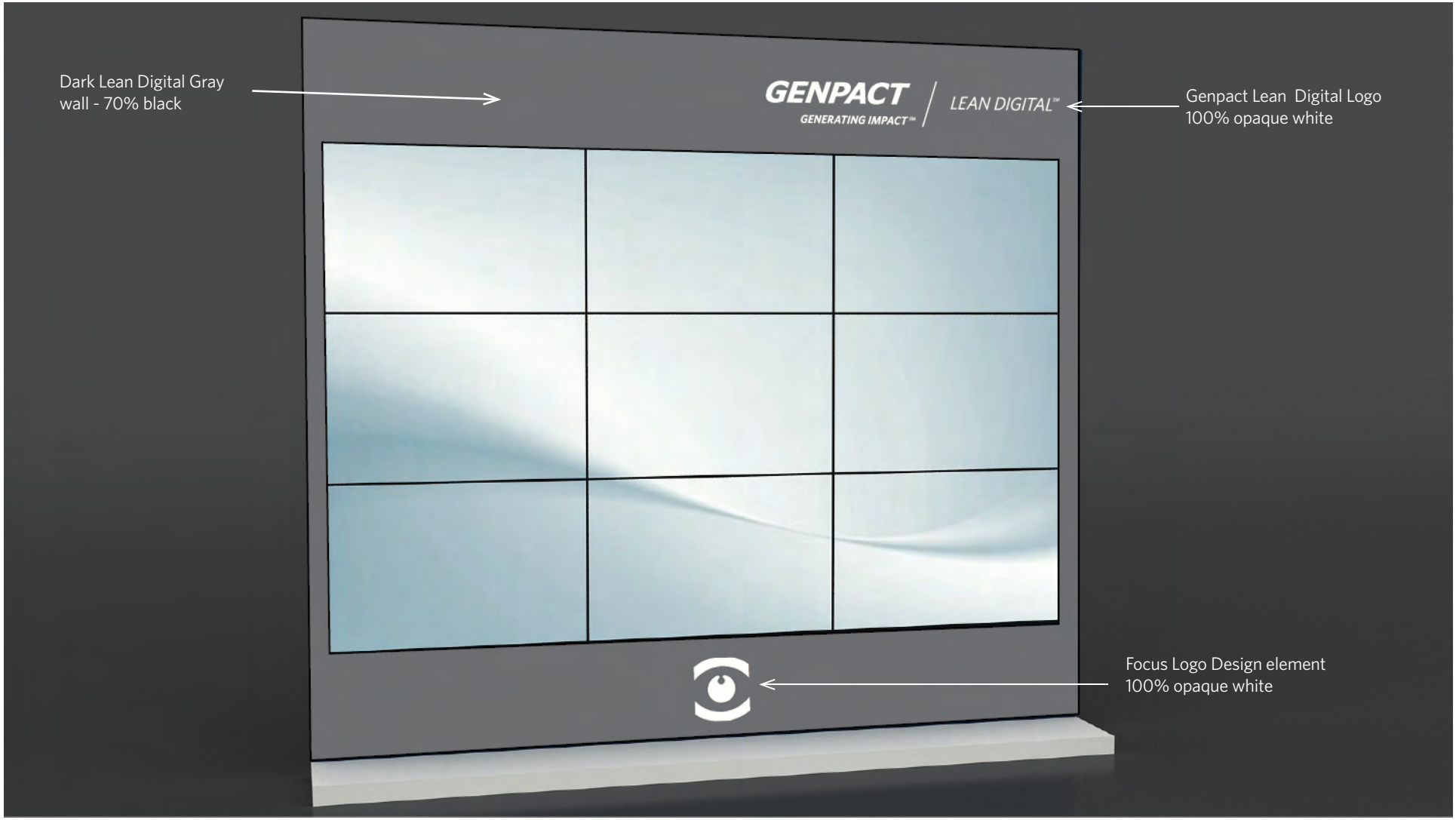
Legacy cityscape graphic element is updated to more a subtle, less specific architectural graphic, giving just the feel of India, not just Hyderabad.

New cityscape graphic element is always used subtlely, in these examples, the graphic apppears in lighter gray shade on a slightly darker gray background





Media Wall - digital wall with plasma screens displaying live content

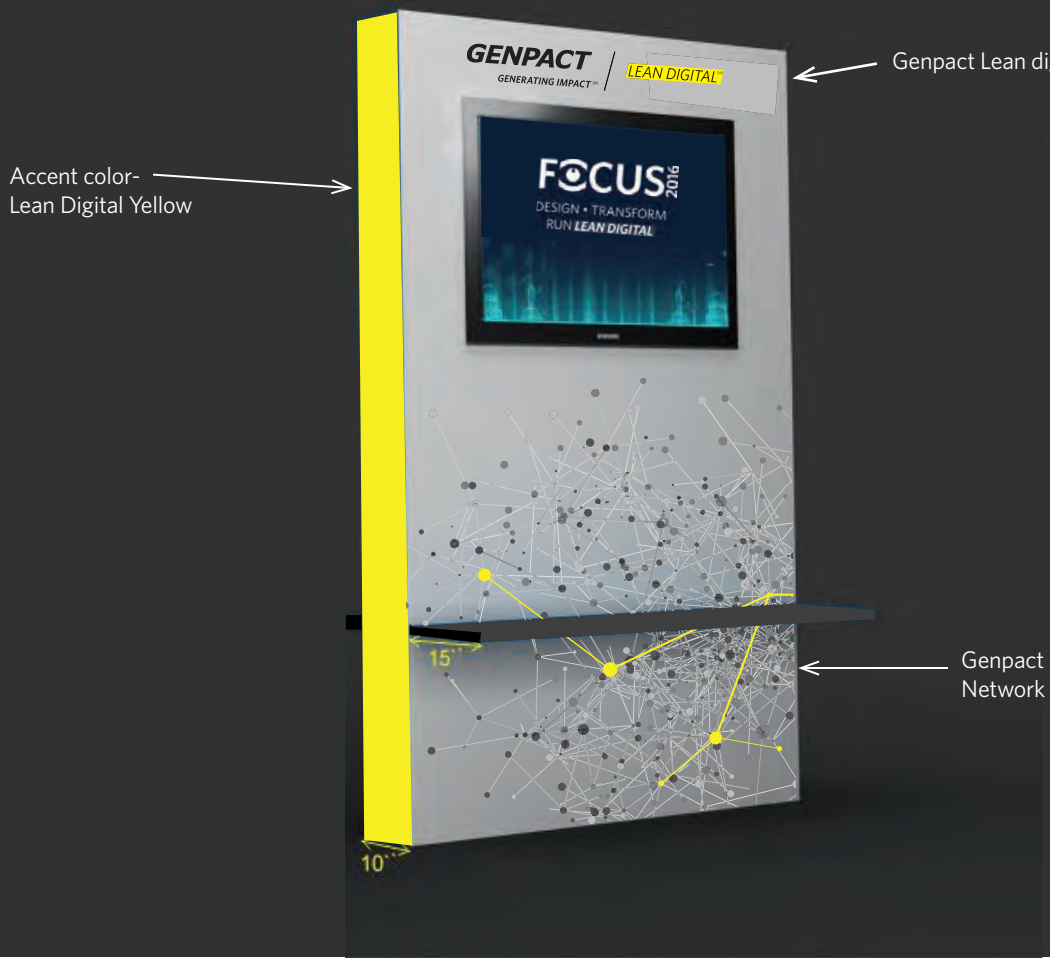


Registration Station - Badge pick-up



Market Place - mini podiums are scattered for client or leadership break-out meetings

Digital Yellow Scheme represented here- there would also be digital blue and digital green schemes similar to iPad kiosk graphics



Genpact Lean digital logo with yellow highlight

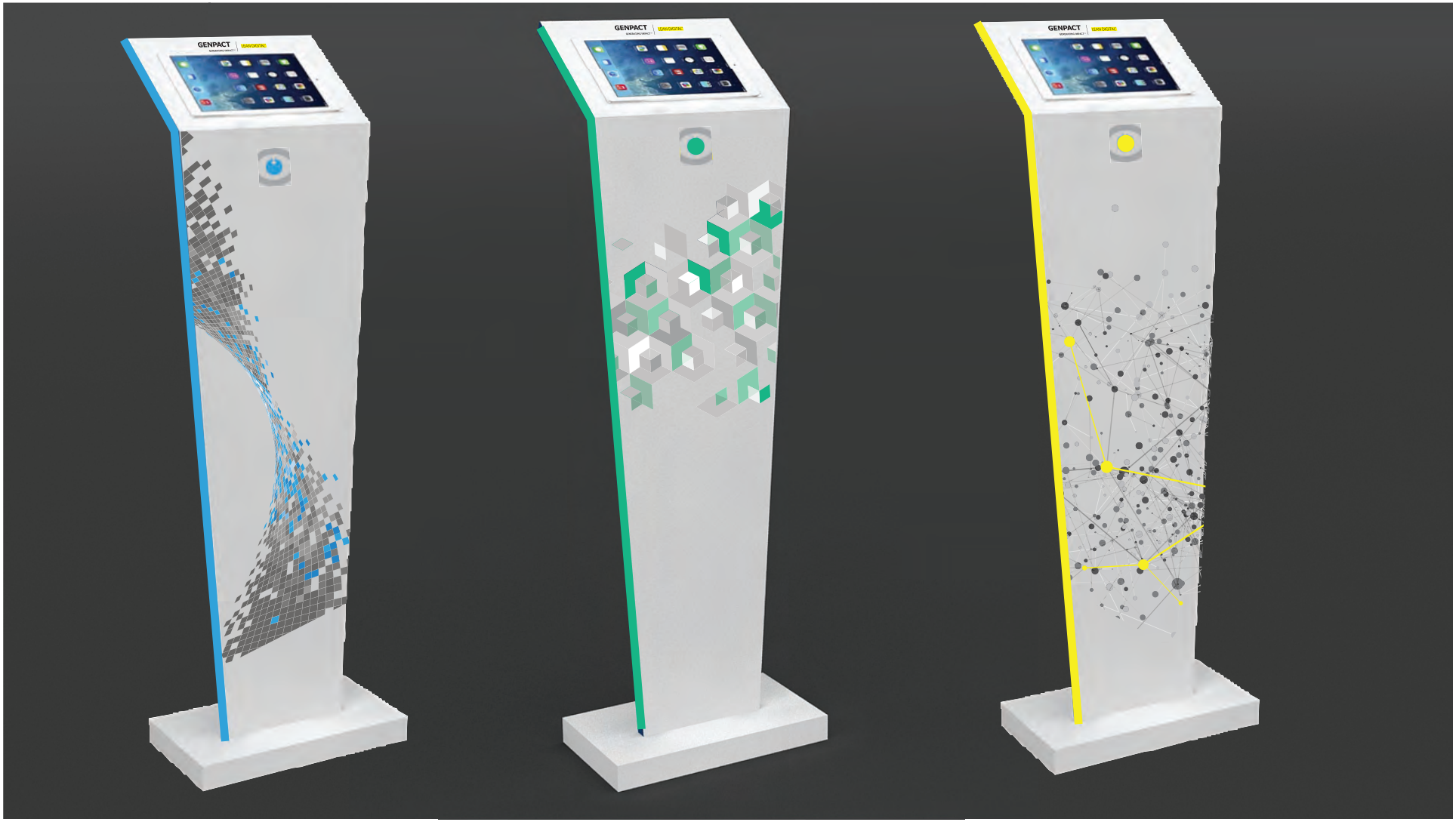
Accent color-
Lean Digital Yellow

Genpact Lean Digital Graphic-
Network in lean digital yellow

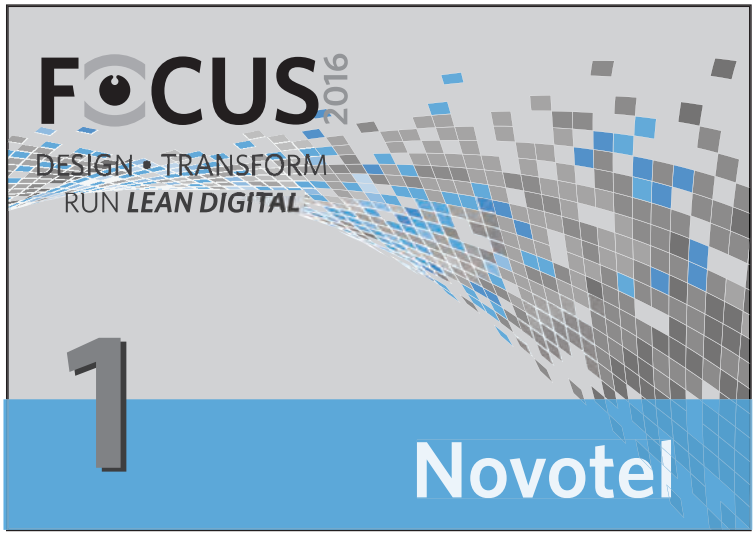
Branding - Wifi Station

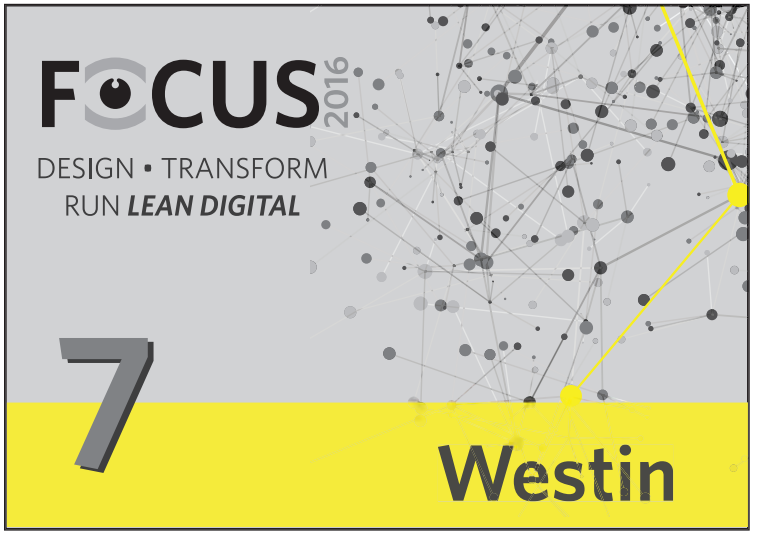


Market Place - iPad pod to be placed in the Market Place, SCSR and L&D kiosks utilizing all 3 lean digital themes amongst them



Coach Branding







Airport Branding - Welcome Standee 3x6







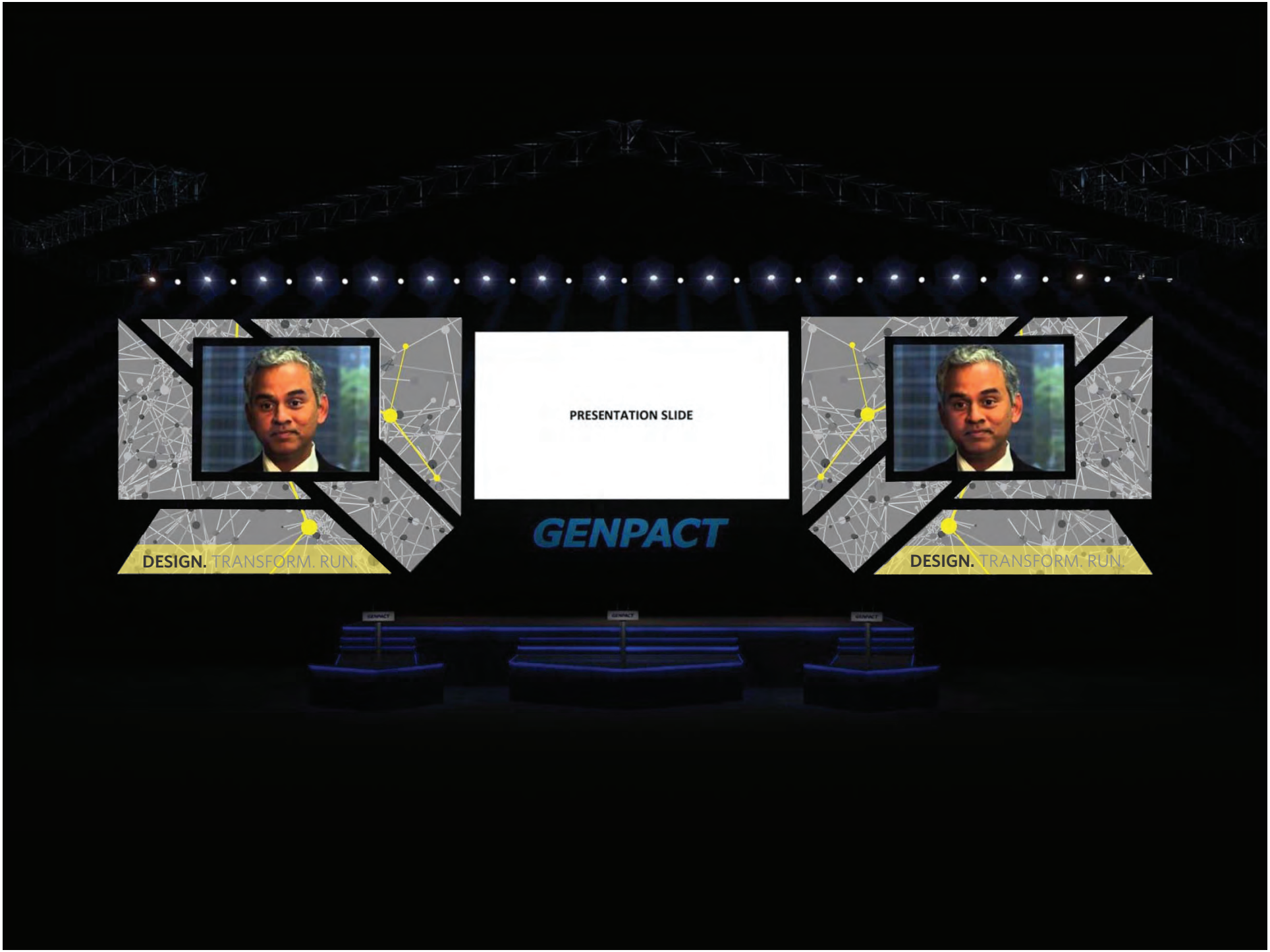
Name Badge Branding







Conference Stage Backdrop Options


PRESENTATION SLIDE
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