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Genpact Cora Platform | Genpact Productized Services

Digital Product Branding Overview

October 2018

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Introduction

- This overview has been created to ensure that the branding of Genpact cora digital products and productized services is presented consistently and accurately across print and digital product support materials.
- Any examples provided herein promote best practices for incorporating product identifiers.
- Graphic elements used in combination with product logos must be brand compliant with the latest Genpact branding guidelines.
- When applying the product logos the following should be adhered to:
  - Proper placement of digital product logos when combined with the Genpact corporate logo
  - Use of approved typography
  - Correct usage of the Genpact color palette
  - Use of the product logo on approved background elements (pattern or photography)
  - Product logos do not appear stylized in formatted written copy
- Access to approved Genpact Cora digital products and productized services logos can be found on the Creative One Sharepoint server at this link

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Cora Products

Branding Overview

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Cora product identifier

Genpact Cora product identifiers leverage the Genpact visual identity for a consistent look and feel. For product support assets, the cora wordmark is locked-up with the G-mark and the product name. Visually, the Cora product logo is always represented as a sub-brand with the Genpact corporate logo taking the lead.









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Genpact Cora Platform Product Logos

There are 14 Cora branded products, each with a visual identifier.

- Refer to the visual guidelines provided on slide 2 for logo usage.
- Cora product identifier logos can be downloaded from CreativeOne here.





























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Logo Application in product support materials

The product logo should never complete with the Genpact corporate logo.

Adequate spacing between the corporate and product logo is required to create balance, avoid crowding, and prevent visual competition.



The product logo is the same size or smaller than the Genpact corporate logo.

Placing the product Logo on a white background is preferred for maximum readability. The alternative preferred placement is on Genpact primary dark blue (Pantone 541C) background. Product logos can also be placed on an approved brand background as long as it remains readable and visually impactful

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Logo Application in Event assets

In most instances event assets will be created generically for reuse and cost effectiveness. Below is an example of a Genpact Cora product-specific event bannerstand.

Adequate spacing between the corporate and product logo is required to create balance, avoid crowding, and prevent visual competition.

The product logo is the same size or smaller than the Genpact corporate logo.

When placing the product Logo on a dark blue background, using an entirely white logo is an option for greater readability

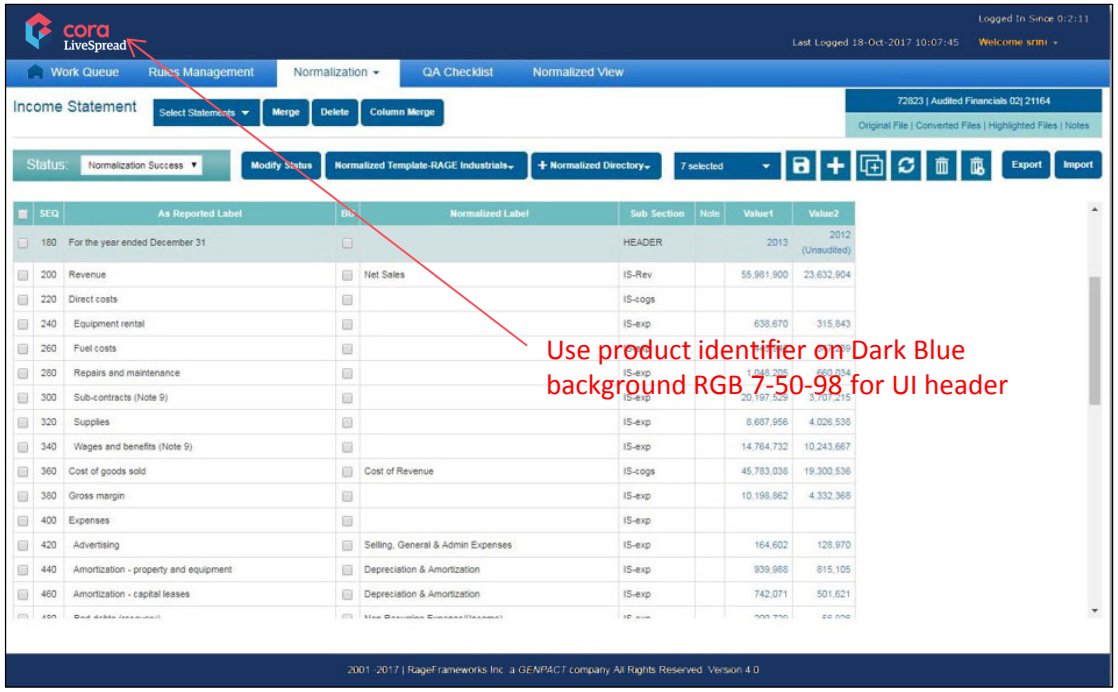


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Logo Application in Software

In most instances user interface brand assets will be created specifically for the software. Below is an example of Genpact Cora LiveSpread software and how the brand is integrated.

When the product logo appears on a dark background in a Ui, use the logo option formatted for a darker background to promote readability



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Products & Productized Services Branding

Branding Overview

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Non-Platform Products and Productized Services

It is important to associate the Cora brand with all of Genpact digital products and productized services. The digital product logos on the following pages endorse the Cora brand using a specific lock-up, but are not considered platform products.

- Product/productized service logo proportions or spacing should not be altered in any way.
- The product/productized services name appears in Egyptian Medium font. The product name, as shown below, is visually aligned with the Genpact Cora logo when used as a graphic element.
- Product/productized services names do not appear stylized in formatted copy
- Approved digital products/productized services logos can be downloaded from CreativeOne here





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Genpact Cora Products & Productized Services Lock-ups

There are 27 Cora products/productized services, each with a visual identifier.

- Refer to the visual guidelines provided on slides 2 and 6 for logo usage.
- Cora product/productzed services lock-ups can be downloaded from CreativeOne here.

genpact cora | Accrual Assistant

genpact cora | Anti-Corruption Monitor

genpact cora | Claims Manager

genpact cora | Cognitive Buying Assistant

genpact cora | Collections Optimizer

genpact cora | Contact Center Assistant

genpact cora | Contract Assistant

genpact cora | Credit Assistant

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Genpact Cora Products & Productized Services Lock-ups

- Duplicate Payments Optimizer
- Enterprise Expense Optimizer
- Performance Optimizer
- Front Desk Assistant
- Insight Assistant
- Inspection Assistant
- Insurance Ops Manager
- Intelligent Reporting Assistant
- Inventory Optimizer
- Omni Channel Campaign Manager
- Process Manager
- Smart Asset Optimizer

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Genpact Cora Products & Productized Services Lock-ups

- Supply Chain Assistant
- Third Party Risk Manager
- Touchless Cash Assistant
- Touchless Invoice Optimizer
- Transformation Maturity Model
- Underwriting Decision Optimizer
- Warranty Manager
- Working Capital Optimizer

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Thank you.



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