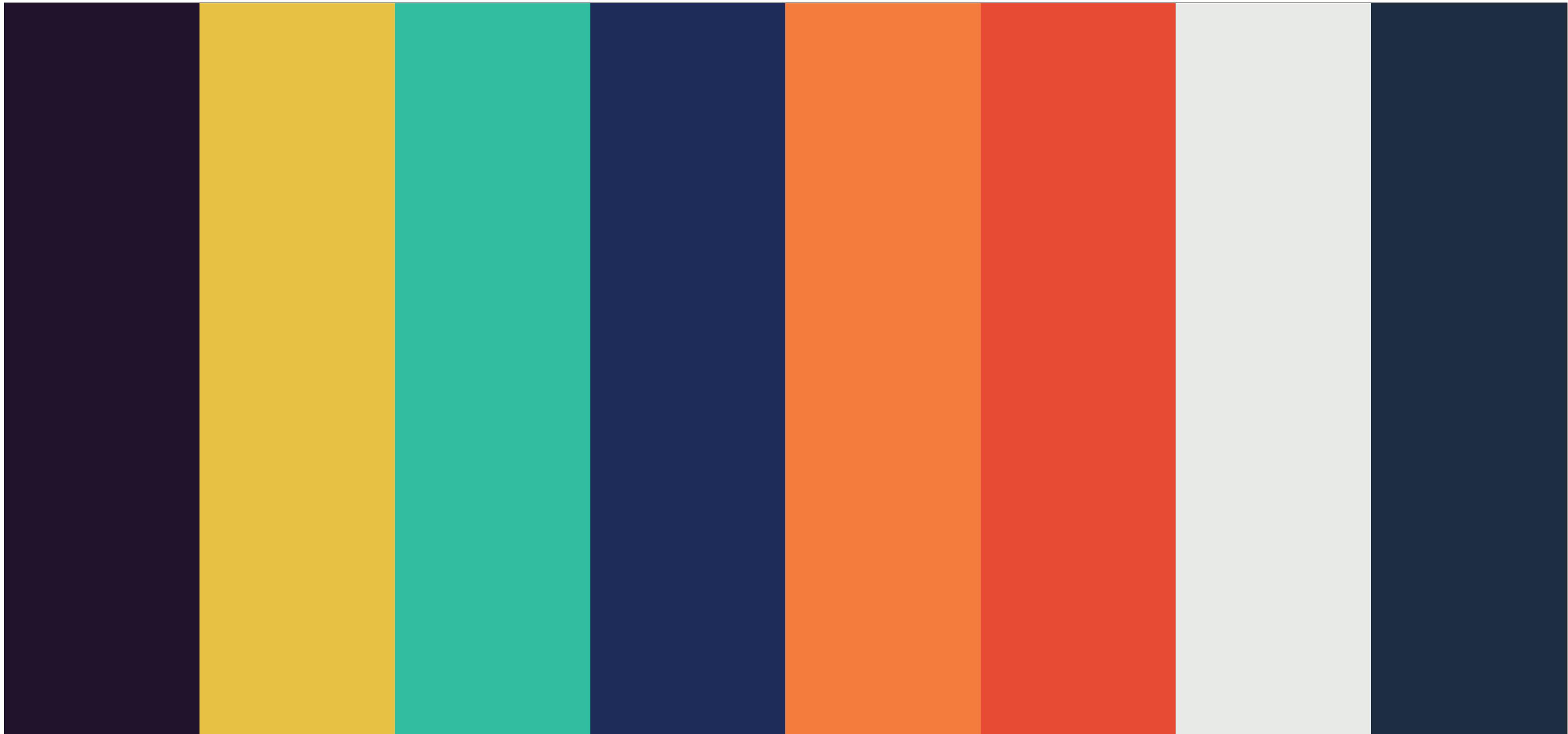




**GENESYS**

Brand Book





# #weAreGenesys

Our Story

The Brand

Voice

Logo

Color

Photography

Typography

Brand Assets

#weAreGenesys



# Our Story



## We Believe

Education is the single most important tool for development. This is the reason Genesys was founded in 2015. We started out educating and grooming software developers, preparing them for the industry.

We took the education out of the classroom and into the workspace, introducing our people to learning by experimentation and the creation of real-world solutions through design.

As we grew, we advanced into grooming entrepreneurs and building cutting edge digital products to create opportunities for our people. We remained true to ensuring that our people remain the best at what they do- that they stand out!

**2015**

Genesys is founded and launches software training program;  
**Codename : Learnable**



# The Brand



## What is a Brand?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most importantly, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

Businesses are now only as strong as their brands, and nothing else offers so much potential leverage



## You are a Brand Evangelist

As a part of the Genesys family, you are responsible for how people perceive the rest of us. You are a brand evangelist. This book was created to give you guidelines on how best to tell our brand story.

The brand is yours as much as it is ours. Protect it and preach it.



## Our Mission

We create

Opportunities for young Nigerian techies and entrepreneurs to grow and innovate, and a platform for the collaborations that make the impossible a day's work.

We are committed to mentoring a generation of innovators and entrepreneurs with a focus on excellence, constant growth and improvement.



**Why we Exist**

To create opportunities for young Nigerian techies and entrepreneurs.



**What we Do**

We build a community where people learn, grow and achieve the impossible together.



### How we Behave

We believe that excellence is a culture, and we are committed to a philosophy of consistent improvement in everything we do. We are passionate, candid and we trust in the power of collaboration.



**Who we Are****We are  
Creators**

We believe that the best way to predict the future is to create it, for it is not in the stars to hold our destinies but in ourselves. We have taken the first step towards creating better opportunities for our people and forging a better narrative about young Nigerians.

**#weAreGenesys** - we are a community of people committed to creating a better future for young Nigerian techies and entrepreneurs.



**Who we Serve**

Techies

Entrepreneurs

Clients

**Techies (aspiring software developers, designers and technologists):** "I need to build a career in tech. Give me the skill-set I need, together with mentorship and guidance, then provide an avenue for me to use my acquired skills profitably."

**Entrepreneurs (startup founders):** I need to build a business. Give me the knowledge I need, some money, together with some guidance and help build my product.

**Clients (product owners trying to build new software):** I need to build a product. Help me build it.





Voice



## How we Sound

We communicate in a way that shows that we know what we're saying and that we're here to help. We do this by following 3 principles.

### Be Empathetic:

Empathy shows a deep understanding of people's feelings. Always make people know that you understand how they feel and show that you're there for them.

Empathy is not being sappy or being patronizing.

### Know your Facts:

You must know enough about whatever it is that you're saying. People constantly look up to you for sound information, do not let them down. Do your research!

Being knowledgeable is not being intellectually arrogant or condescending.

### Be Cheerful:

It is very important to show people the fun side of you. Don't appear overly uptight. Always lighten the mood and fill it with colour.

Being cheerful is not being silly or unserious.



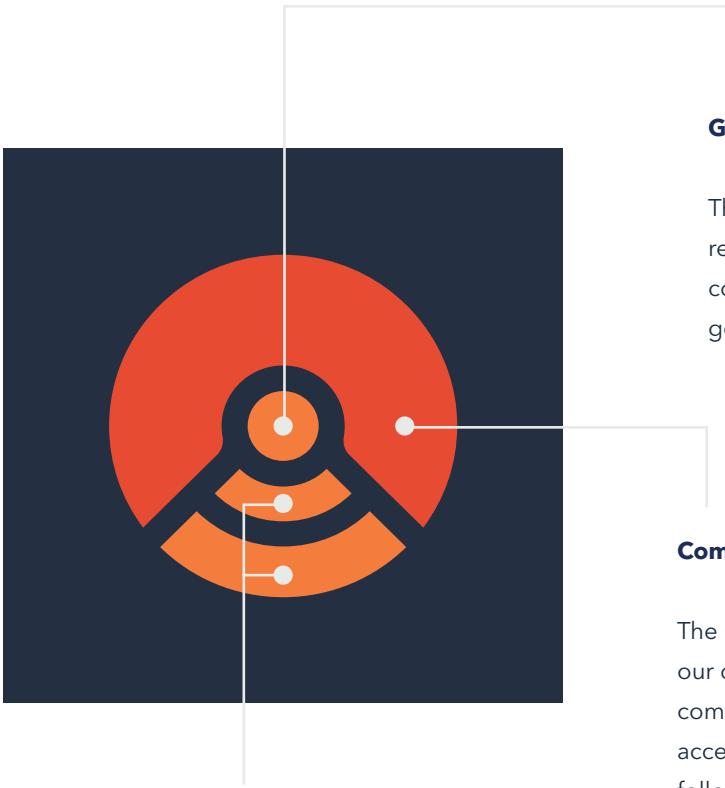


Logo



### What It Means

Intending to create opportunities for young Nigerian techies and change the narrative about young Nigerians for the better, we created a logo that will communicate this message.



#### Goal-driven

The circle at the middle is a firm representation of our focus and commitment to achieving set goals.

#### Community

The Orange semi-circle represents our commitment to building a community and openness to accepting all who are willing to follow the path.

#### Process

We believe the process is key and important for a goal-driven community. The arcs represent our commitment to a carefully thought out process.





**GENESYS**

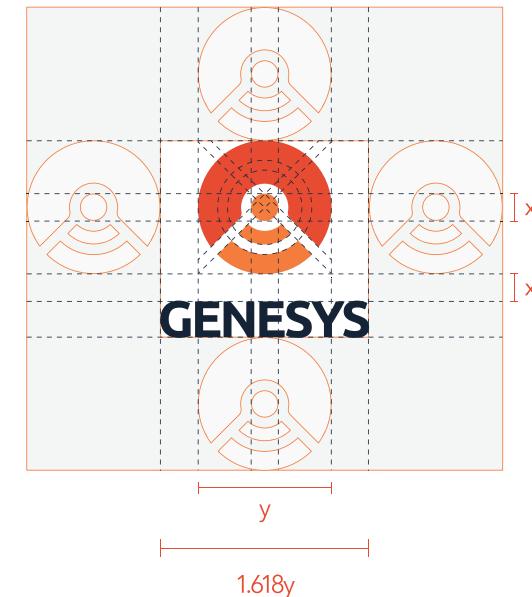
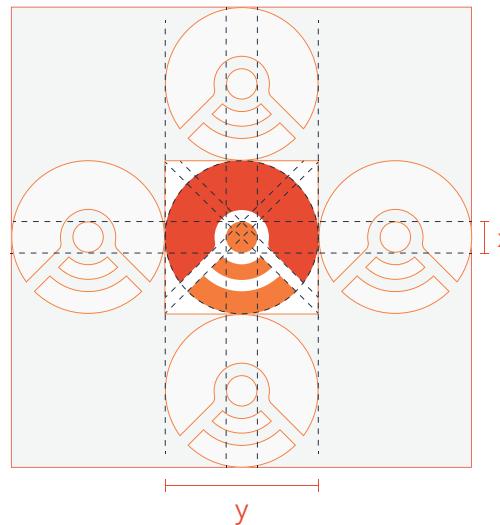
## Our Logos

The highlight of the logo is the mark. It portrays our commitment to goals and our love for community and carefully thought out processes. Our logo is an embodiment of everything we believe in.



## Clear Space

We want our logo to be visible and stand out in whatever environment it is placed or used. To achieve this, it is important to maintain adequate clear space around the logo to ensure it can be seen quickly.



## Logo Use and Misuse Rules

When using our logo on any material, it is important to us that you maintain its integrity. Do not try to alter it in any way.



For context, this is the correct logo

The following are a few examples of things we don't consider cool:



Do not crop the logo



Do not distort the logo



Do not shuffle the colors of our mark



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not recreate the logo using any other typeface





For context, this is the correct logo

More examples of things we don't consider cool;



Do not outline the logotype



Do not use different colors



### You May Not

Use any logos or similar imagery to represent Genesys other than the examples we have provided in the Genesys Brand-folder

Use a Genesys Asset as a substitute for your own – if you don't have a logo, please do not co-opt ours

Overprint or obstruct any part of the logo

Add special effects to the logo

Use old versions or any other marks or logos to represent our brand

Distribute or otherwise make available our logos, marks, or assets



## Alternate Logos



## Alternate Logos



## Alternate Logos



## Alternate Logos



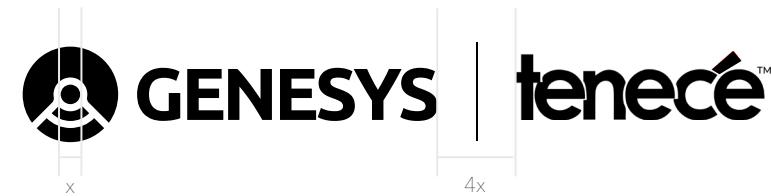
## Alternate Logos



## Category and Partnership Lockups

There are times when we have to partner with other brands. There might be a need to display our logo beside other logos. Follow these guidelines to help everyone look good.

Partnership Lockups



Note: Our partnership lockups require us to show equal deference to our logo and the partnering company. To accomplish this, we use the grey-scale or black and white versions of both logos. To maintain our ownership of the marketing piece, our logo is always in the primary position on the left.

Category Lockups



Note: Category lockup logotypes are available via download from our online resource centre, please refrain from recreating any of our category lockups.



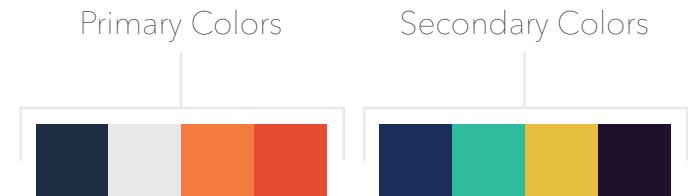


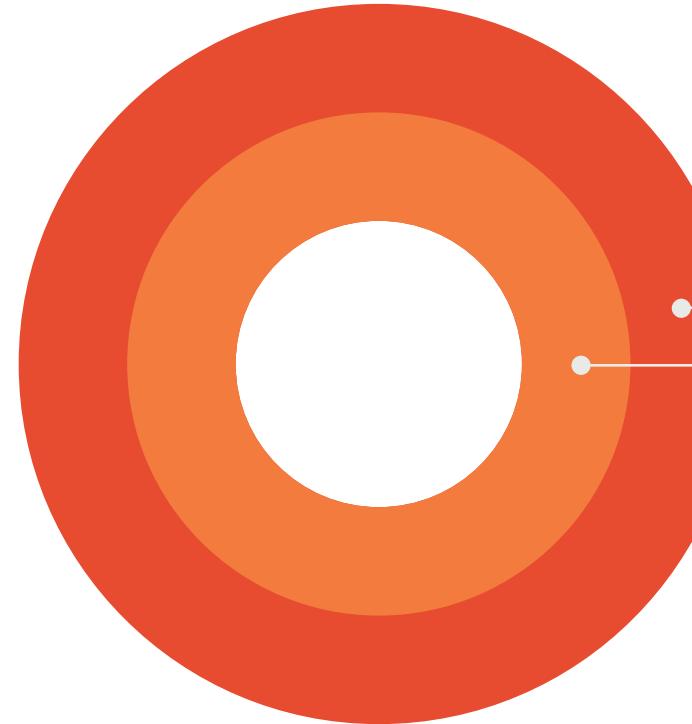
# Colour



## The Colors

Our colours are as important as our logo. They also represent everything we stand for and believe in. We have established four primary colours - CG Red, Vivid Tangelo, Isabelline, and Gunmetal. The secondary palette is to be used for accents and highlights on our print material and website. Please always use the secondary colours sparingly.





### Psychology of Orange

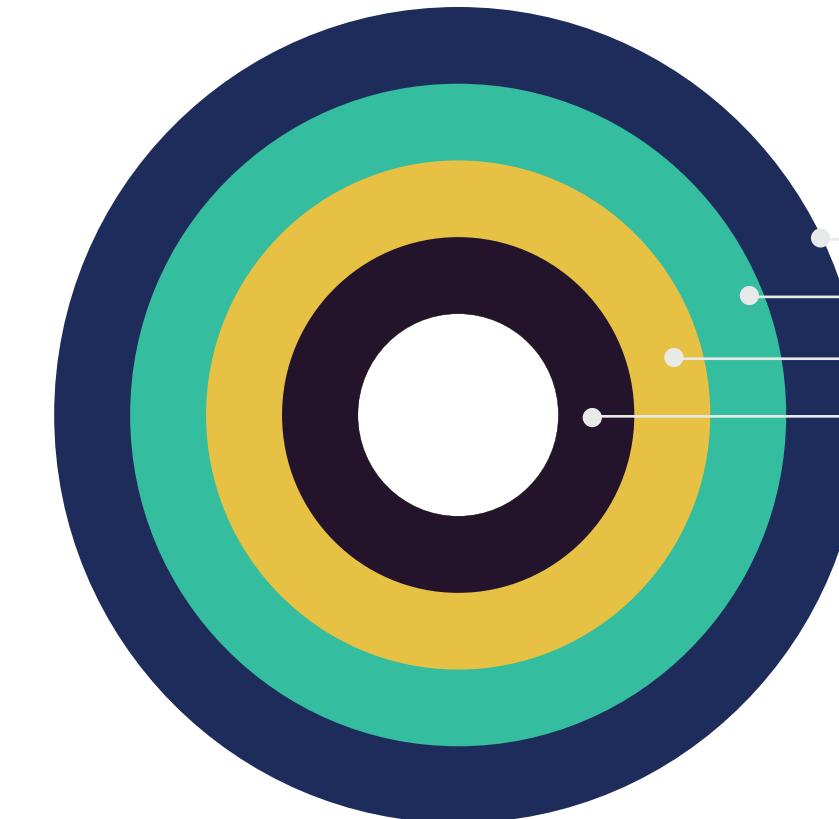


Orange radiates warmth, excitement, enthusiasm, and a call to attention to all the amazing work we are doing at Genesys. It combines the physical energy and stimulation of red with the cheerfulness of yellow. It also represents our love for working together with people. CG Red and Vivid Tangelo are both variations of orange.



**Secondary Colors**

We primarily use the secondary colour palette for accents and highlights. Secondary colours should never be used as a dominant colour on their own. You may see the secondary colours used in marketing materials in charts, time-lines or presentations, but they will be used sparingly.

**Dark Purple**  
#2D1E2F**Saffron**  
#EAC435**Caribbean Green**  
#03CEA4**Space Cadet**  
#17255A



# Typography



Genesys Font

### Avenir Next LT Pro

Avenir is our official font and must be used when possible. It is modern and sophisticated. It feels authentic and familiar. Avenir is a licensed font and is used in all marketing collateral and the website.

Regular

Aa

Bold

π



Alternative Font

### Source Sans Pro

When Avenir isn't available or cannot be used, Source Sans Pro is a free alternative that closely matches Avenir. This is used primarily in PowerPoint and Keynote presentations and in Microsoft templates for things like the letterhead, collateral and the website.

Regular

σ  
Δ

Bold

Aa

