



**Process Genius**

# Visual Guide

2023.V002

Welcome to Project Genius's visual guide document, where we showcase the key elements that define our brand identity. In this guide, we will take you through the five key areas that make up our brand: logo, brand colours, typography, visual elements, and brand collateral.

This visual guide is an essential tool for anyone involved in promoting or representing our brand, and we hope it will inspire you to create visually compelling materials that align with our brand identity.

For more information about the brand, contact our Marketing Department.

—————→  
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# The Logo

Our logo is the visual representation of our brand, and it communicates our identity to our stakeholders. We will show you how our logo is designed, its key features, and how it is used in various applications.

01

THE LOGO



The Process Genius logo consists of both a wordmark and a symbol that are always used together when communicating about our company. The wordmark displays our brand name in a clear and legible font, while the symbol creates a visually striking and memorable design element. Together, these two elements create a distinctive and recognizable logo that effectively communicates our brand’s values and messaging.

*Note: Additionally, the symbol can be used as a background element in certain situations, but more information about its usage can be found later in the visual guide.*

THE SYMBOL - BACKGROUND

**P + G + process line =** 

The symbol is a graphical element that represents our commitment to continuous improvement and innovation: a representation of a process line forming the letters P and G.

HORIZONTAL LOGO - DARK BACKGROUND



HORIZONTAL LOGO - LIGHT BACKGROUND



**In brief**

Our horizontal logo with the symbol on the left and the logotype consisting of the whole name on the right is a classic and timeless design. The symbol remains the focal point of the logo and is designed to be visually striking and memorable, while the logotype is still clearly visible on the right. This format creates a balanced and harmonious layout, ensuring optimal legibility and visibility.

PRIMARY VERTICAL LOGO - DARK BACKGROUND



PRIMARY VERTICAL LOGO - LIGHT BACKGROUND



# In brief

For situations where space is limited, we also offer a vertical logo with the symbol on the left and the name divided into two lines. This version of our logo ensures that our brand name is still prominently displayed, while maintaining a more compact and streamlined design. This logo is ideal for digital media, product packaging, and other small items where space is a concern.



SECONDARY VERTICAL LOGO - DARK BACKGROUND



SECONDARY VERTICAL LOGO - LIGHT BACKGROUND



**In brief**

Finally, our secondary vertical logo with the symbol on top of the logotype creates a compact and easy-to-read design that is ideal for situations where horizontal space is a bit limited. The symbol remains the focal point of the logo, while the logotype is still clearly visible underneath. This format is versatile and can be used on various media.

ONE COLOUR LOGO - TO BE USED IN BLACK OR WHITE

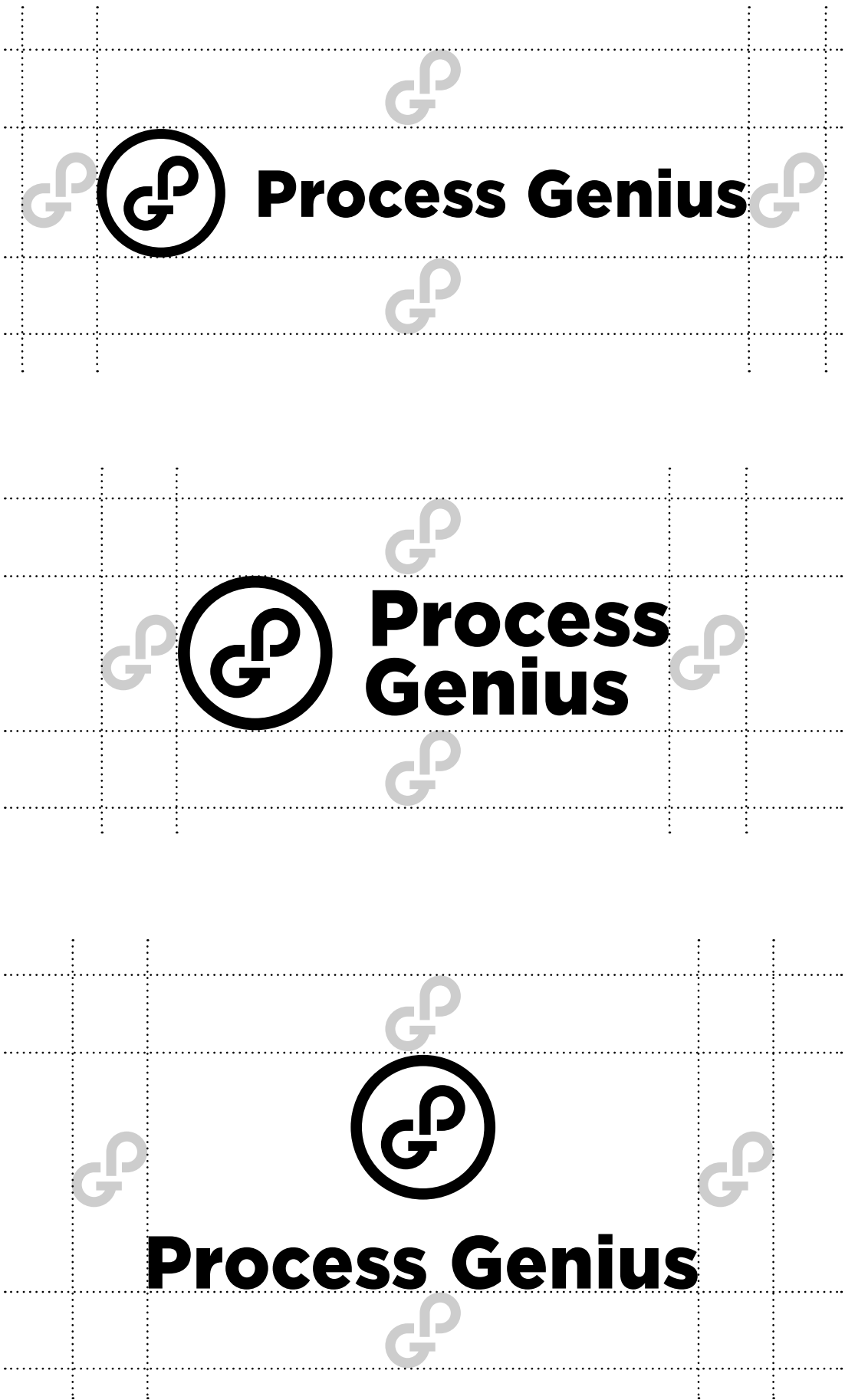


## In brief

A single colour version (either black or white) of our logo can be useful when creating marketing materials with limited use of colour or when printing materials to reduce costs. It's essential to use our primary or secondary colour palette, maintain the same safety zone and proportion guidelines as the full-colour version, and ensure that the chosen colour provides adequate contrast and legibility against the background. Using a single colour version can simplify and streamline our branding efforts while maintaining a consistent and recognizable visual identity.

**Both the black and the white versions of the logo files are available in the logo archive.** Also, in addition to one colour logo files, the logo archive includes grey versions of all the logo files as well. Their purpose is to give more flexibility with the designs: darker grey used in the Symbol makes a nice accent when compared to the lighter grey colour used in the wordmark.

LOGO - SAFETY ZONE



In brief

It's essential to maintain the integrity of our logo by not altering its proportions or spacing. This ensures that our brand remains easily recognizable and consistent across all media and applications. **Additionally, the logo's safety zone is critical to maintaining its visual impact.** The safety zone is the minimum clear space around the logo that must be kept free of any other graphic elements, text, or imagery.

To ensure that the safety zone is correctly used, we recommend using the symbol as a reference. The height of the symbol can be used to measure the distance required between the logo and any other elements, ensuring that our logo is always presented in a visually appealing and professional manner.

By following these guidelines, we can ensure that our logo remains consistent, legible, and recognizable across all media, making a lasting and positive impression on our audience.

# The Colours

The brand colours that we use are carefully chosen to represent our brand and create a memorable visual identity. We will introduce you to our primary and secondary colour palettes and show you how they are used to create visual harmony across our brand.

02

# Brand Gradient

Our brand’s gradient is a visually striking design element that can add depth and dimension to our marketing materials. **However, it should be used carefully and with consideration.** The gradient works great in digital format, but when printing, one should be careful as it might not print as well as intended.

The gradient is formed from our main and secondary brand colour ranges, meeting our brand’s dark colour in the center. This creates a unique and visually appealing colour transition that can be used in various design applications. However, when using the gradient, it’s important to ensure that the colours are well balanced and complement each other.

To ensure that the gradient is used effectively, it’s essential to consider the medium and context in which it will be used. The gradient may not be suitable for all design applications, and it’s important to test it on various backgrounds and printing methods to ensure that it appears as intended. **The best rule of thumb would be to use the gradient only in small objects** like mobile application icons. Another good application would be to use the gradient in a thin line / design element.



# Primary Colour range

The orange colour range is a key component of our brand's colour palette, representing our brand's values of energy, warmth, and creativity. Our primary orange colour is bold and vibrant, creating a strong visual impact that captures the attention of our audience.

We also have secondary colours within the orange range, which provide additional depth and versatility to our colour palette. These colours can be used to create visual interest and to complement our primary orange colour in various design applications.

When using the orange colour range, it's important to consider its context and usage. Orange is a high-visibility colour that can be used to create a sense of urgency or excitement. However, it's also important to balance its use with other colours and design elements to ensure that it does not become overwhelming or distracting.

#FE5000  
RGB: 254/80/0  
CMYK: 0/65/100/0  
PMS: ORANGE 021C

#E04700  
RGB: 254/80/0  
CMYK: 0/79/100/0  
PMS: 1665 C

#B83A00  
RGB: 184/58/0  
CMYK: 5/83/100/27  
PMS: 1675 C

# Secondary Colour range

The turquoise colour range is another essential component of our brand’s colour palette, representing our brand’s values of innovation, stability, and trustworthiness. Our primary turquoise colour is a cool and bright shade that creates a sense of reliability and trust. It also complements the brand’s main orange colour.

Our secondary colours within the turquoise range provide additional versatility to our colour palette, allowing us to create visual interest and variety in our designs. These colours complement our primary turquoise colour and can be used in various design applications to create a harmonious and visually appealing look.

When using the turquoise colour range, it’s important to consider its context and usage. Turquoise is a calming and trustworthy colour that can be used to create a sense of stability and reliability. It’s also essential to balance its use with other colours and design elements to ensure that it does not become overpowering or monotonous.

#0DEBE3  
RGB: 13/235/227  
CMYK: 59/0/30/0  
PMS: 3258 C

#0BD5CE  
RGB: 11/213/206  
CMYK: 76/0/38/0  
PMS: 3262 C

#09AEA9  
RGB: 9/174/169  
CMYK: 96/9/32/29  
PMS: 7474 C

# Supporting Colour range #1

In addition to our primary and secondary colour ranges, our brand also incorporates dark purple and cool grey as supporting colours. dark purple, that’s almost black, is a timeless and classic colour that adds sophistication and elegance to our designs, while grey provides balance and neutrality. These colours can be used to create contrast, balance, and depth in our branding efforts, providing additional versatility to our colour palette. When used in combination with our primary and secondary colour ranges, dark purple and grey can enhance the visual appeal of our designs, while effectively communicating our brand’s values and messaging.

The dark purple colour can also be used in a gradient.

#A7A8AA  
RGB: 167/168/170  
CMYK: 16/11/11/27  
PMS: COOL GRAY 6 C

#53565A  
RGB: 83/86/90  
CMYK: 44/34/22/77  
PMS: COOL GRAY 11 C

#260728  
RGB: 38/7/40  
CMYK: 91/100/8/59  
PMS: 2695 C



# Supporting Colour range #2

Our supporting colours include “Crimson Red” and “Steel Blue,” which offer additional versatility to our brand’s colour palette. Crimson red is a bold and deep red hue that adds a sense of intensity and sophistication. When combined in a gradient with our main orange colour, it creates a visually striking transition that adds depth and visual interest to our designs.

On the other hand, steel blue is a cool and muted blue shade that exudes a sense of calmness and reliability. When used in a gradient alongside our secondary – turquoise – colour, it creates a harmonious transition that enhances the visual appeal and adds dimension to our designs.

By incorporating these supporting colours in gradients with our primary & secondary colours, we can create captivating visual effects that reinforce our brand’s identity and effectively communicate our values and messaging. These colours provide us with additional flexibility and creative possibilities in designing compelling and visually appealing materials.



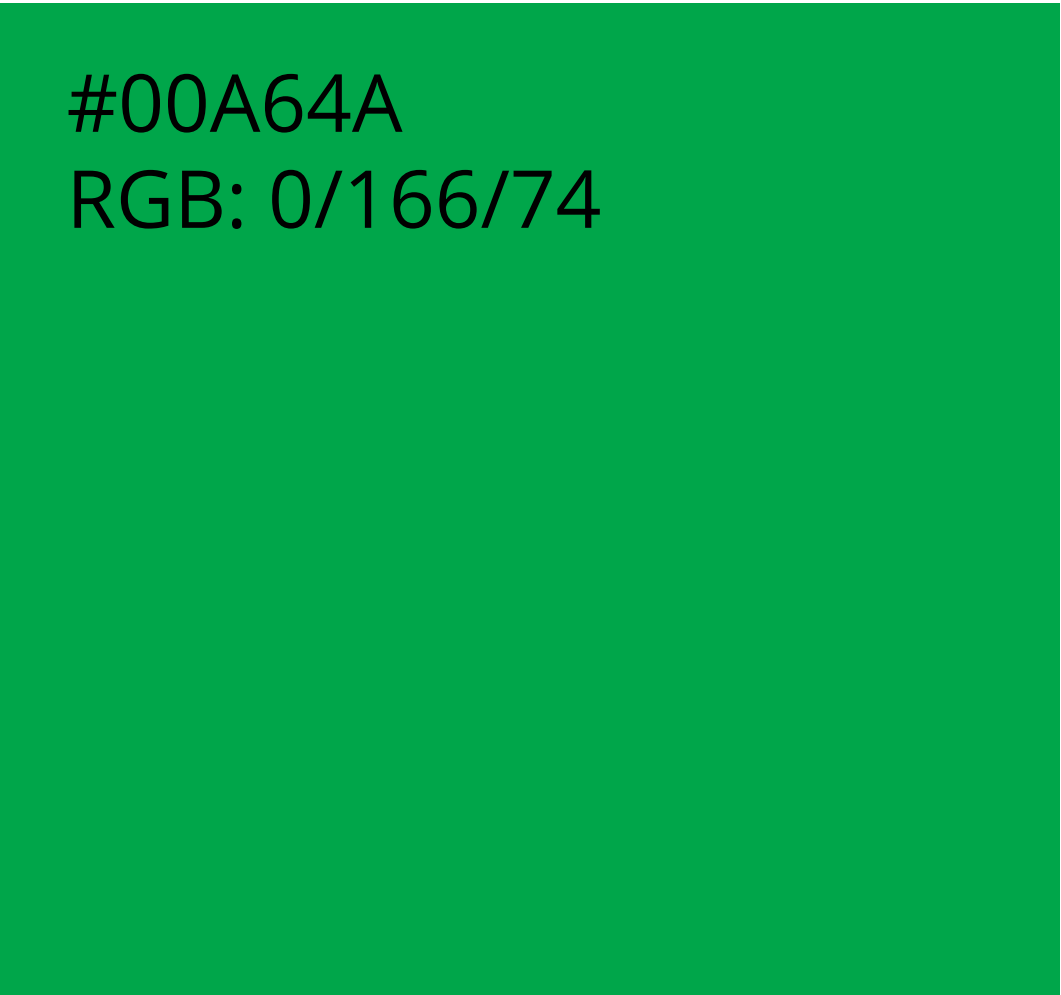
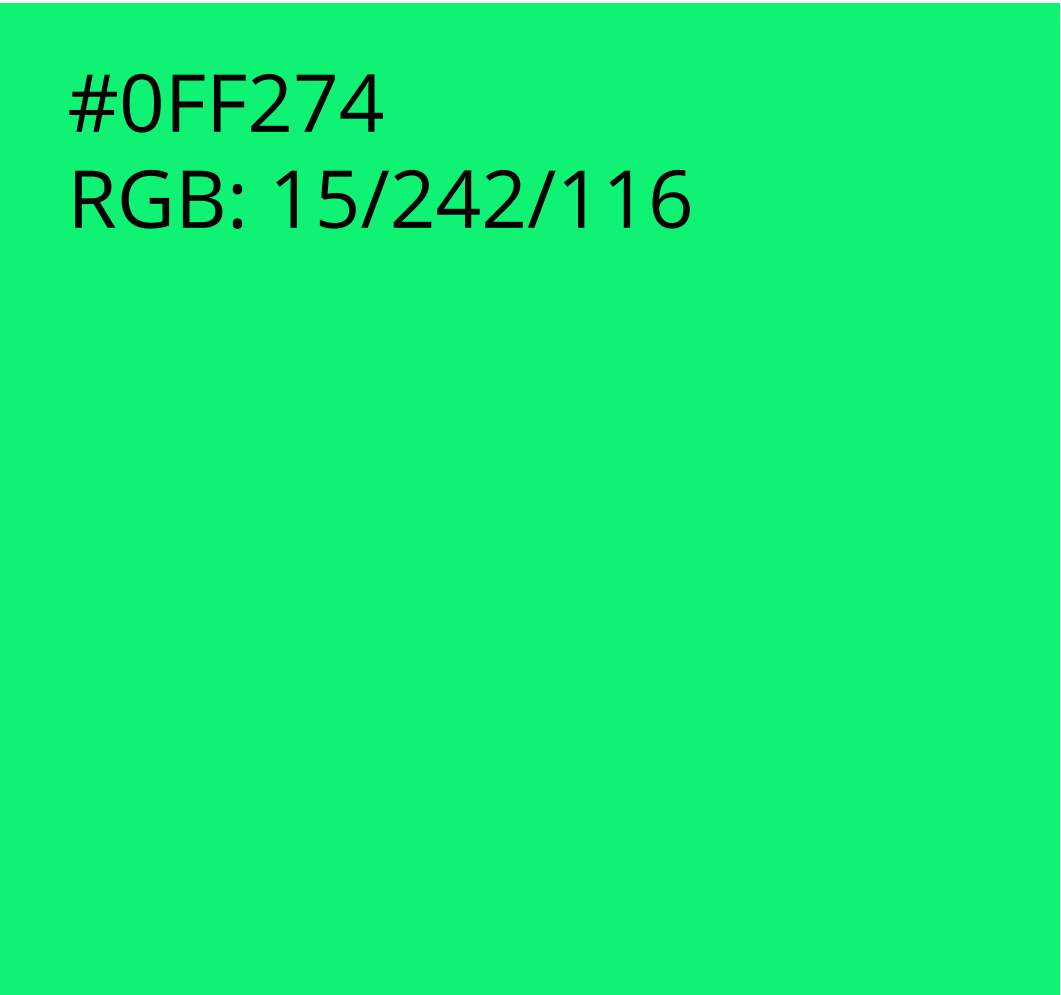
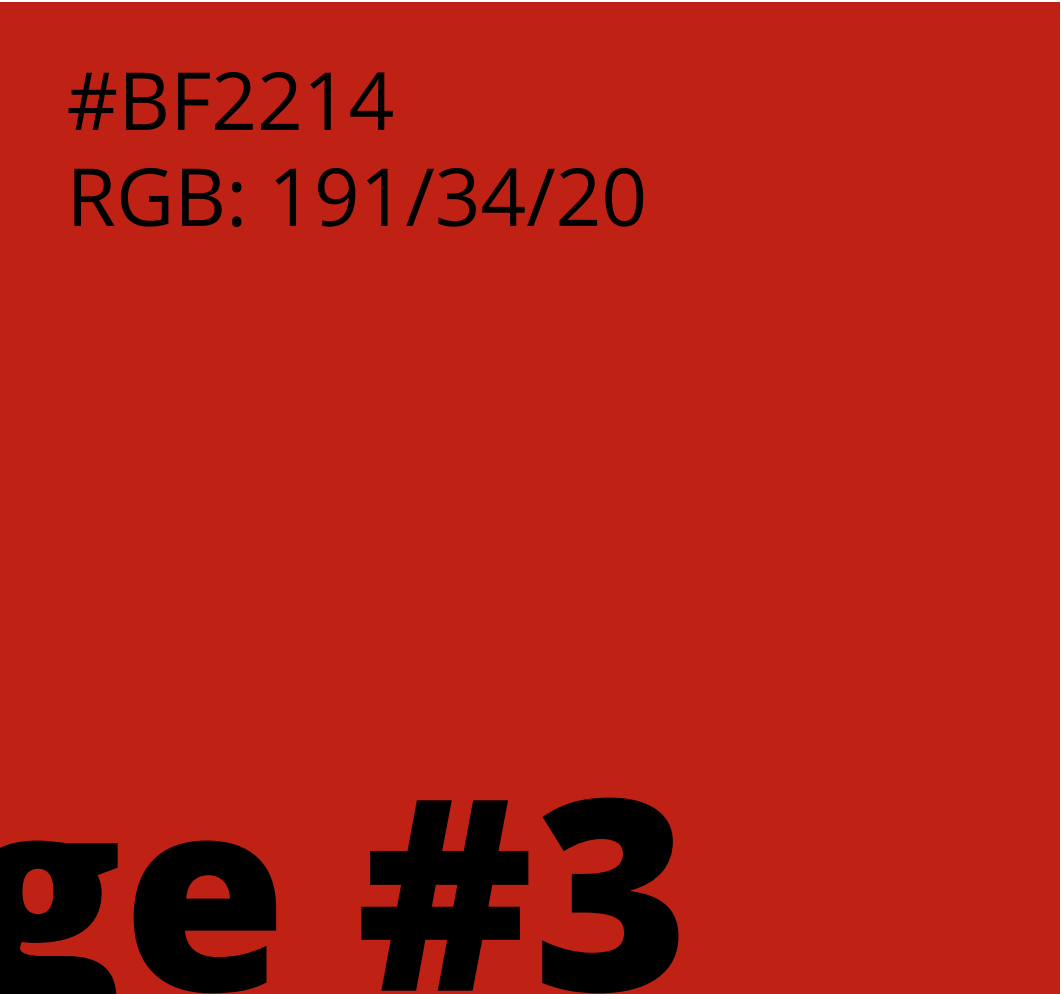
#B6161F  
RGB: 182/22/33  
CMYK: 0/98/91/30  
PMS: 7621 C



#167FB5  
RGB: 22/127/181  
CMYK: 100/31/0/0  
PMS: 3005 C

# Supporting Colour range #3

Our brand includes supporting colours primarily used for UI purposes, which are red and green. Red is used to indicate error or warning messages, while green is used to indicate success or completion in UI design. These colours complement our primary and secondary colour ranges, providing additional versatility and flexibility in designing digital interfaces. When using these supporting colours, it's important to ensure they are used consistently and purposefully to maintain brand recognition and provide a consistent user experience.



General tips:

# RGB vs. CMYK?

Understanding the differences between **RGB** and **CMYK** colours is essential when designing branding materials for both digital and print mediums. RGB colours are used for digital displays and contain red, green, and blue light that combine to create the full colour spectrum. Our brand colours were chosen from the RGB colour range as our materials are primarily displayed on digital platforms. These colours tend to be more vibrant and saturated, providing a bright and eye-catching look that is ideal for digital design.

On the other hand, CMYK colours are used for print materials and are created using a combination of cyan, magenta, yellow, and black inks. These colours tend to be less vibrant than RGB colours, and it can be difficult to achieve the same level of saturation and brightness when printing (no background light as it is with monitors and screens). However, to ensure consistency across various design applications, our brand colours have also been converted into the closest matches in CMYK and Pantone colour formats (commonly used in print design.)

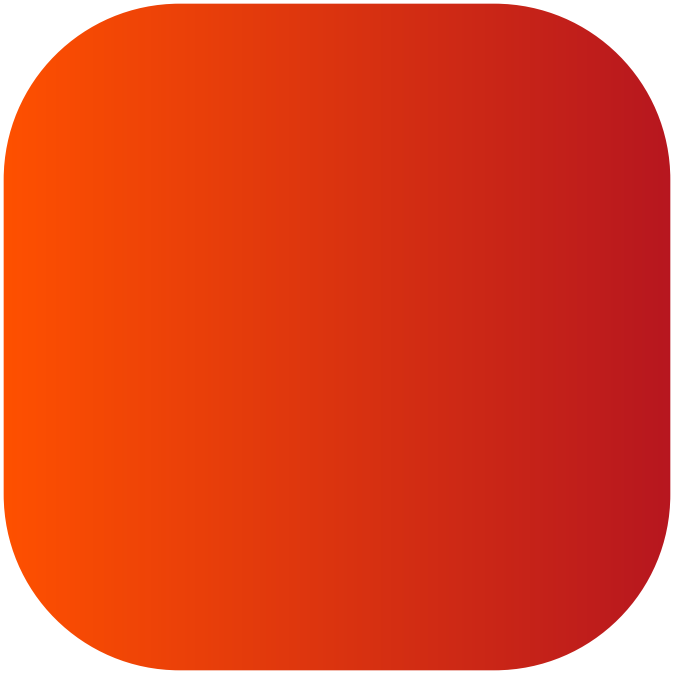
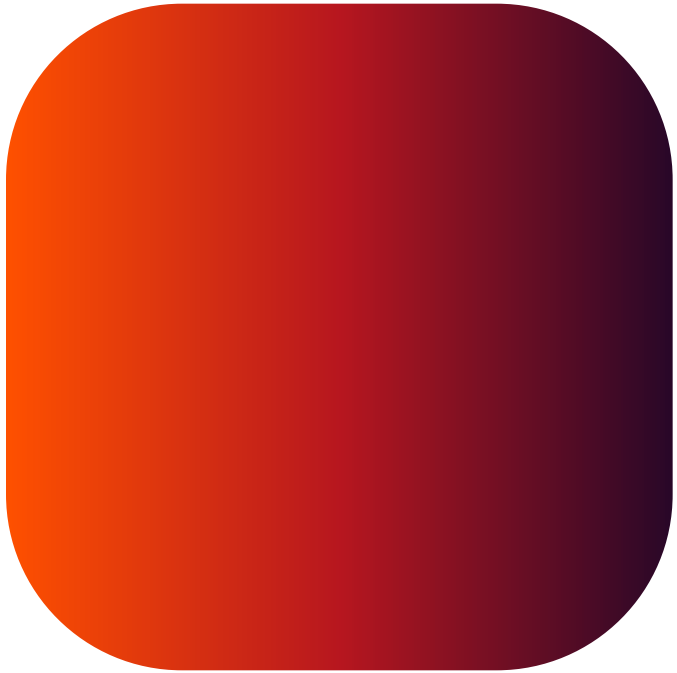
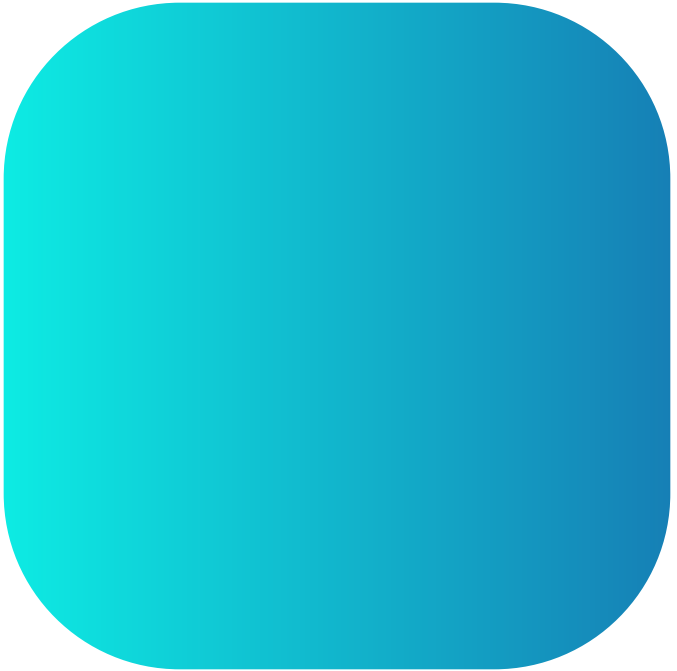
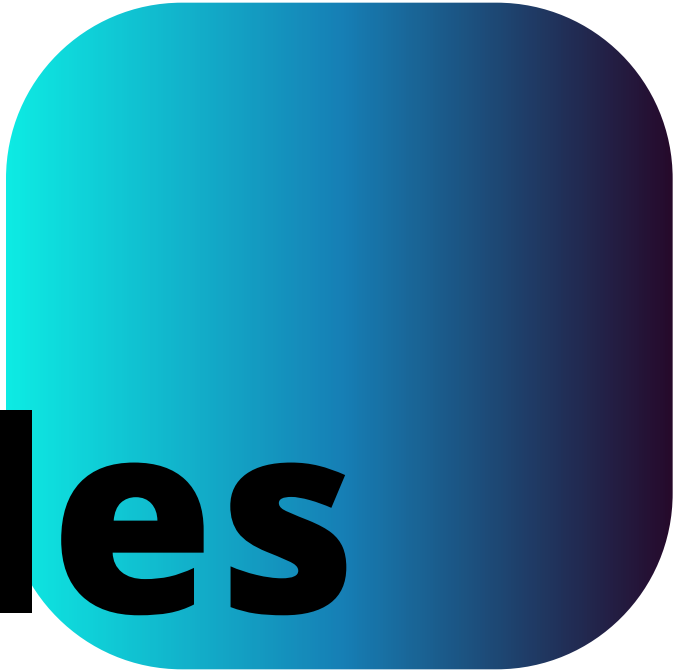
When designing for print, it's essential to consult with printing companies to ensure that our colours are being reproduced accurately. Each printer prints colours differently, and some may have limitations when it comes to reproducing certain shades or hues. By working closely with printing professionals and using colour proofs, we can ensure that our brand's colours are accurately represented in various print materials, effectively communicating our brand's values and messaging while creating a visually appealing and professional-looking design.

**Hint: Sometimes it's better and easier to design the print designs with RGB colours and ask the printer to make the conversion with their printers' conversion algorithms. But again: it's important to consult with the printing professionals before ordering the final products.**

# Gradient examples

If gradients are needed, here are some examples how to use them:

- Turquoise ► Blue ► Dark Purple
- Turquoise ► Blue
- Orange ► Red ► Dark Purple
- Orange ► Red



The

# Typography

Typography plays a critical role in creating a consistent visual language for our brand. We will show you our preferred typefaces, their key features, and how they are used across different media.

03

# Main & Secondary Typefaces

Our brand’s typography is a key component of our brand identity, helping to us communicate through our visual design. Our primary typefaces are Open Sans and Georgia. Open Sans is our main header and body type for regular use, providing a clean and modern look that is easy to read.

Georgia, as a serif typeface, is suitable for body copy, particularly in occasions where enhanced readability is needed, such as lengthy, dense texts. It provides a classic and timeless look that is both elegant and legible.

**In situations where the primary font is not available, Calibri can be used as a substitute sans-serif.** While not a primary typeface, Calibri is a widely available font that is easy to read.

**Open Sans Extrabold**  
***Open Sans Extrabold Italic***  
**Open Sans Bold**  
***Open Sans Bold Italic***  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Light  
*Open Sans Light*

**Georgia Bold**  
***Georgia Bold Italic***  
Georgia Regular  
*Georgia Italic*

The

# Elements

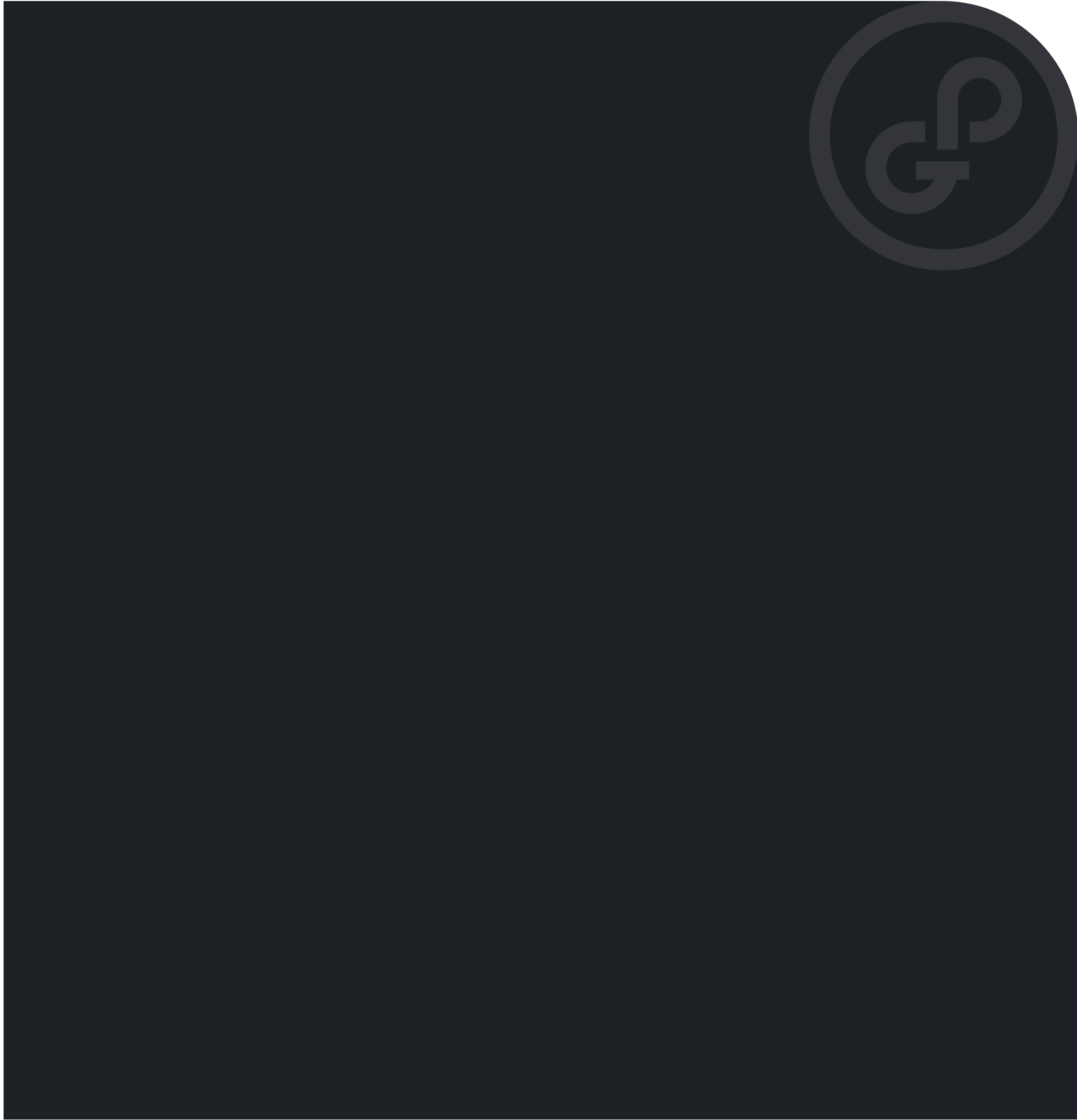
Visual elements, such as patterns, icons, and imagery, are essential to creating a unique and recognisable brand identity. We will show you our preferred visual elements and how they are used to enhance our brand's messaging.

# The Corner

Our brand’s graphic elements include having one rounded corner in the design. This design element can add a sense of softness and approachability to our branding efforts while creating a distinctive and recognizable look. When using the rounded corner, it’s important to ensure that it is used consistently and purposefully to maintain brand recognition and provide a consistent visual experience.

To ensure consistency, it’s essential to always use the rounded corner in the same location, which should be the right top corner. This provides a clear and recognizable visual cue that reinforces our brand identity and messaging. Additionally, the rounded corner should be used sparingly and thoughtfully, as overuse may detract from its effectiveness and impact.

When using the rounded corner design element, it’s important to consider its context and usage. This design element can be particularly effective in creating a sense of approachability and friendliness in digital or print materials. However, it’s essential to balance its use with other design elements and ensure that the end product is accessible and easy to read.





# The Symbol as a Background

While our PG symbol (discard the circle) can be used as a background element in certain situations, it won't always work and overusing it may not be a good idea. It's important to balance its use with other design elements to ensure that the symbol does not become overwhelming or detract from the overall design.



# The Switch

Our brand’s graphic elements include a classic “on and off switch.” The switch works by having a circle that moves inside its container: right side (circle = brand’s Orange colour) indicates “on” and left side indicates “off” (circle = brand’s Grey colour.)

This design element provides a visually appealing and easy-to-use method for indicating status or action in various design applications. The use of the brand’s colours in this design element reinforces our brand identity and messaging. Additionally, the brand’s symbol can be used inside the circles to bring the brand forward and enhance the design element’s visual impact.

When using the switch design element, it’s important to ensure that it is used consistently and purposefully to maintain brand recognition and provide a consistent user experience. It’s also essential to consider the context and usage of the switch in various design applications again to ensure that the end product is accessible and easy to use.



The

# Brand Collateral

Brand collateral is the collection of materials that support our brand identity, such as business cards and letterhead. We will show you how these materials are designed to reflect our brand's identity and how they work together to create a cohesive brand experience.


05

THE LETTERHEAD

Our letterhead design is an essential component of our brand identity, helping to communicate our professionalism and attention to detail. It's both simple and straightforward, while remaining loyal to our brand identity and messaging.

A clean and modern design that incorporates our brand colours and typography can effectively help us to communicate with a distinctive and memorable look.

When using the letterhead, it's important to consider the purpose and audience of the document. It should convey a sense of formality, professionalism and approachability.

**Process Genius**

Dokumentin nimi

13.6.2023

1 (2)

Lisätietoja

Vastaanottaja  
Vastaanottaja 2 (Hlö)  
Katuosoite tai postilokero  
Postinumero ja postitoimipaikka  
Maa

Viite (viittaus esim. puhelinkeskusteluun tai sähköpostiin)

Esimerkki sisällysluettelosta

Esimerkki sisällysluettelosta

1

PG-Dokumenttipohjan ohjeet

1

PG-Asiaotsikko (Dokumentin otsikko)

1

1. PG-Otsikko 1 (Yläotsikko)

1

1.1 PG-Otsikko 2 (Väliotsikko)

1

1.1.1 PG-Otsikko 3 (Alaotsikko)

2

1.1.1.1 PG-Otsikko 4 (Alaotsikko 2)

2

PG-lisäotsikot (Liitetiedot, jakelu, tiedoksi jne)

2

PG-Dokumenttipohjan ohjeet

Aloita tekstisi kirjoittaminen tästä käyttämällä joko PG-Otsikkoa 1 TAI mahdollisten alkusanojen kanssa PG-sisennetty kappale -tyyliä.

Muistathan myös hyödyntää Wordin automaattista rivinvaihtoa, jolloin sinun ei tarvitse erikseen vaihtaa riviä kappaleen sisällä.

Syötä ylätunnisteeseen dokumentin nimi, tarvittaessa pvm sekä mahdollisia lisätietoja. Jos tiedosto on vain yhden sivun pituinen, sivunumeroinnin voi halutessaan poistaa.

Vastaanottajan tiedot on suunniteltu näkymään ikkunallisessa kirjekuoressa.

Tyylit esiteltynä alla

PG-Asiaotsikko (Dokumentin otsikko)

1. PG-Otsikko 1 (Yläotsikko)

1.1 PG-Otsikko 2 (Väliotsikko)

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**Process Genius**

Dokumentin nimi

13.6.2023

1.1.1 PG-Otsikko 3 (Alaotsikko)

1.1.1.1 PG-Otsikko 4 (Alaotsikko 2)

PG-lisäotsikot (Liitetiedot, jakelu, tiedoksi jne)

PG-Vastaanottajan tiedot

PG-Viite

PG-Sisennetty kappale (eli leipäteksti)

PG-Allekirjoitukset (Dokumentin allekirjoittajat)

**Process Genius Oy (Ltd)**  
Torikatu 17, 2nd floor  
80100 Joensuu **FINLAND**

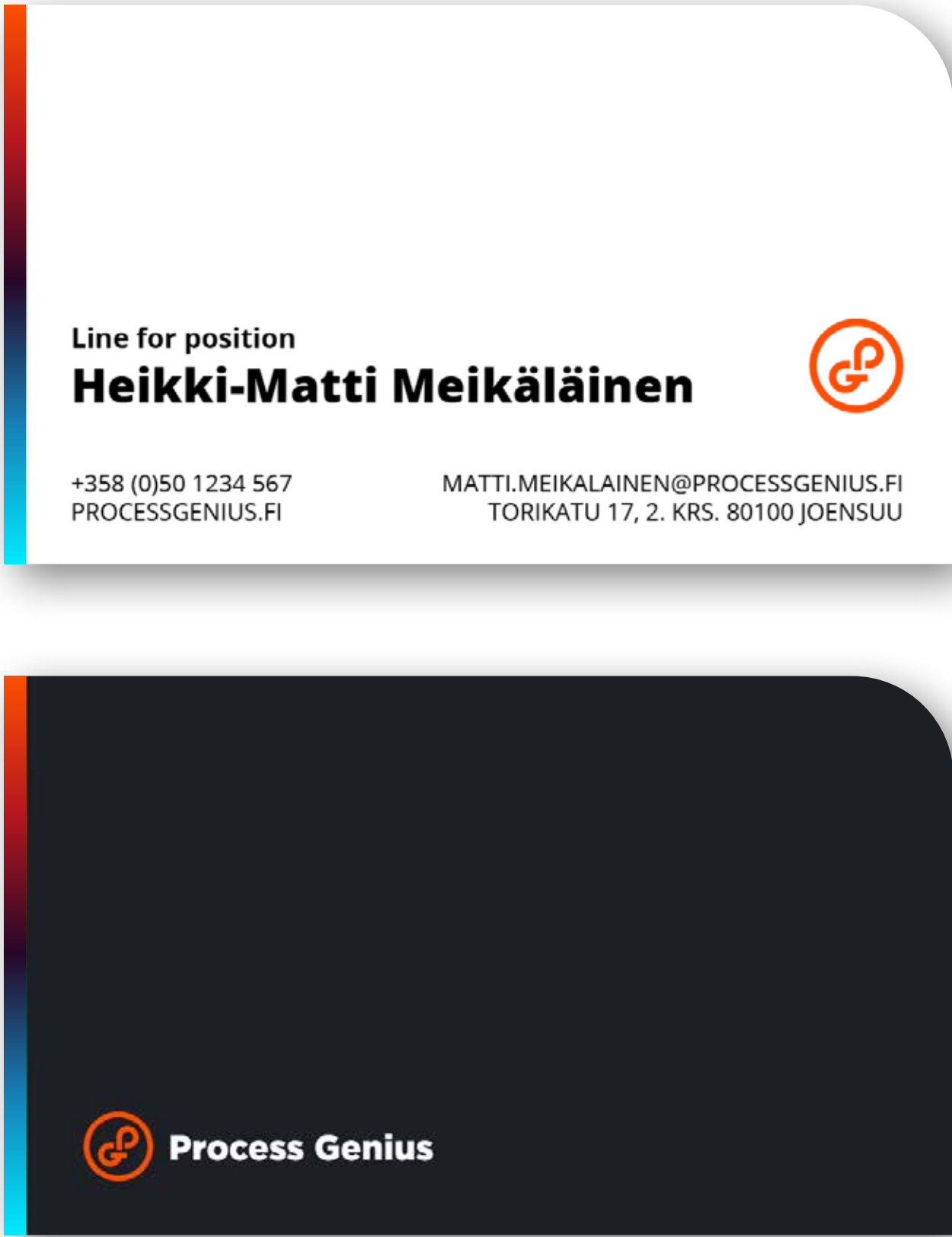
Business ID: 2426953-0  
VAT number: FI24269530

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info@processgenius.fi

www.p

THE BUSINESS CARDS

Our business card design is an essential component of our brand identity. Its purpose is to create a visually appealing and memorable impression all while upholding continuity with our other materials: By using our brand’s colours, typography, and design elements consistently, we can effectively reinforce our brand identity and messaging in various communication materials, including our business cards.



THE PRESENTATION

Our PowerPoint template is consistent with our overall brand identity, providing a clear and recognizable visual cue that reinforces our brand messaging.

It’s important to consider the purpose and audience of the presentation. It should convey a sense of professionalism and attention to detail, while remaining approachable and engaging.



The

# Implementation examples

A few examples to inspire creativity when using our brand

06









FACTORY IN  
YOUR POCKET

PROCESSGENIUS.FI

Process Genius

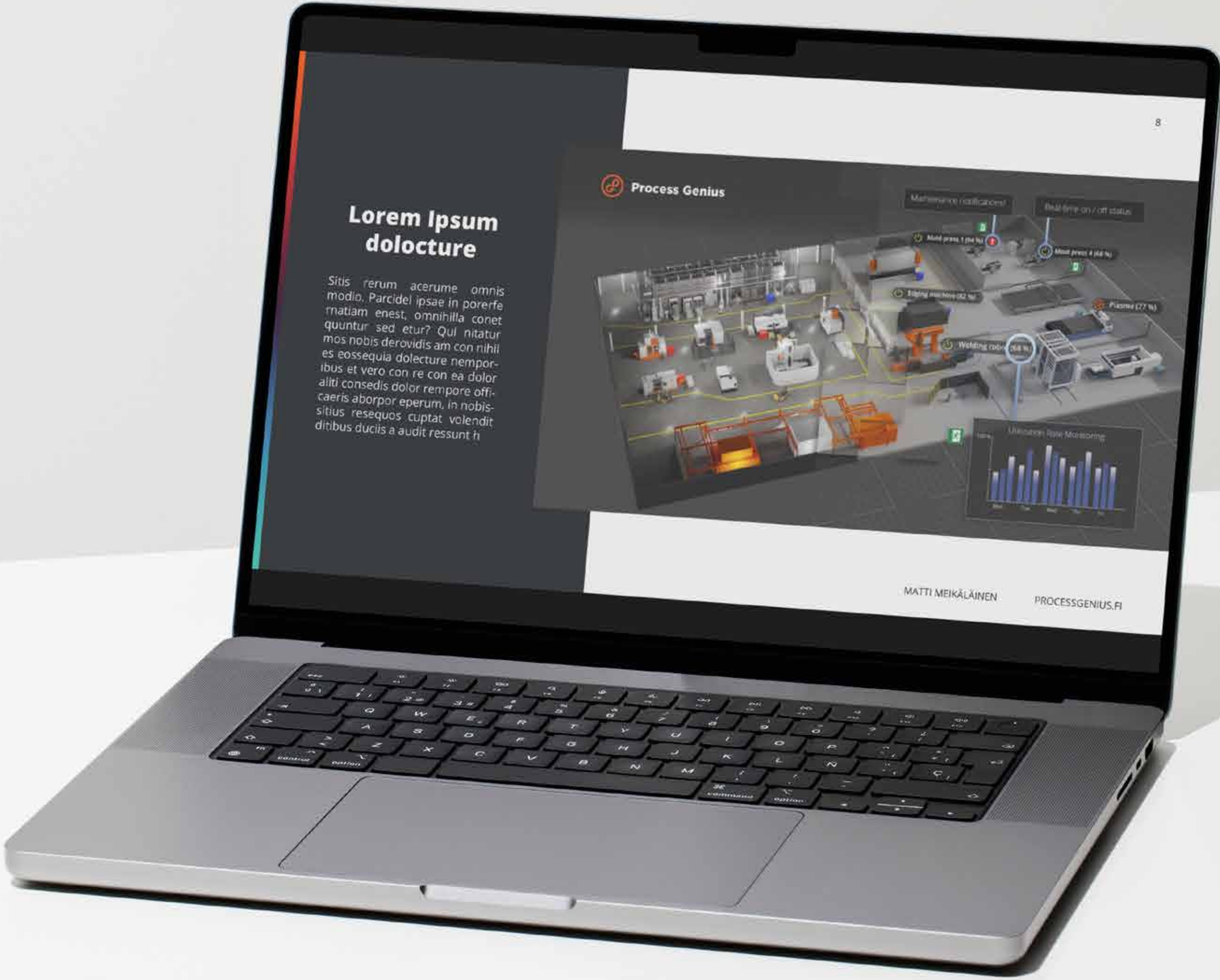
FACTORY  
IN YOUR  
POCKET

PROCESSGENIUS.FI









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