



**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

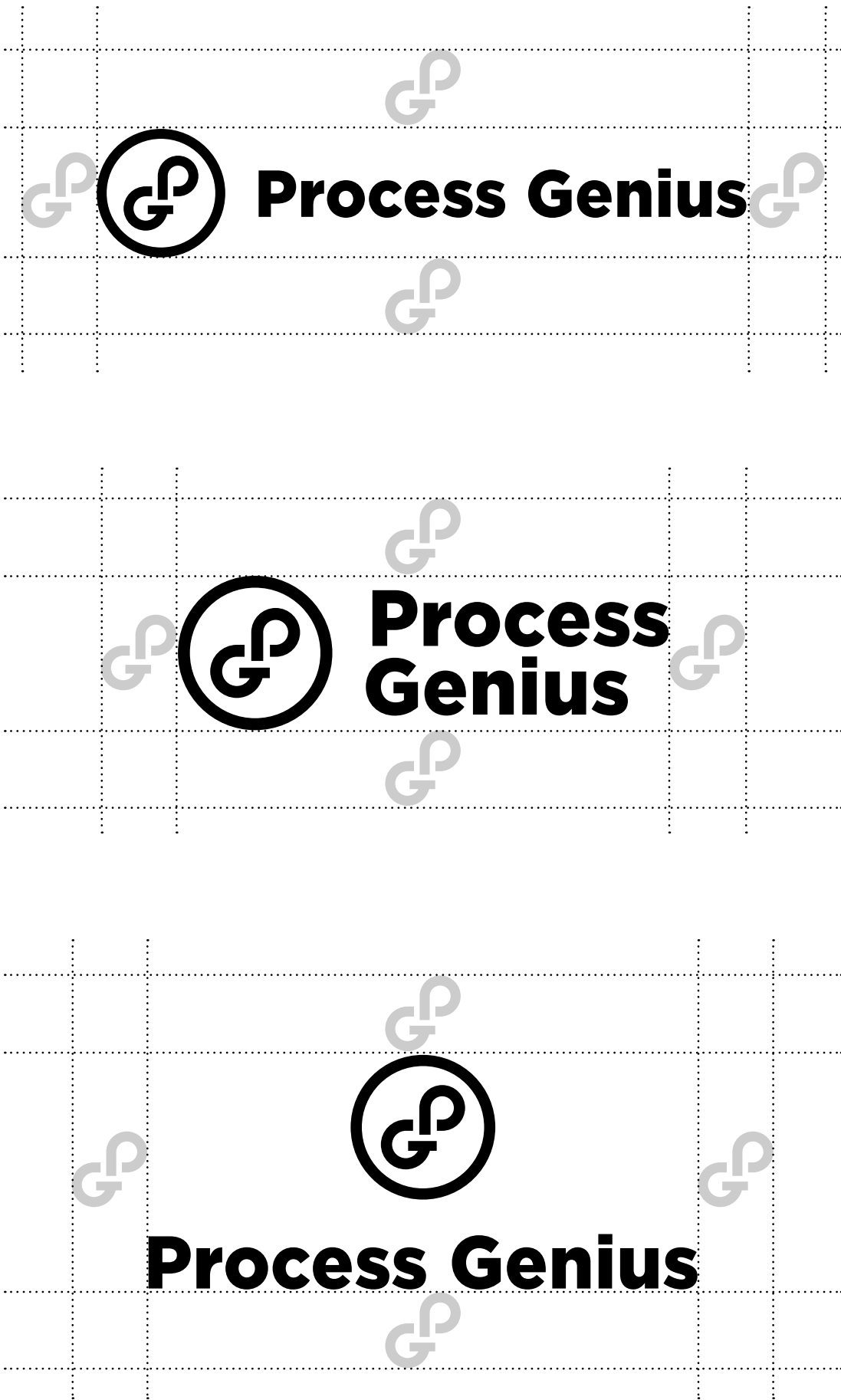


## In brief

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.

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