



DigitalGenius

Brand Guidelines / Version 2.0

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USA

180 Sansome St.
San Francisco, CA 94104

EMEA

1 Canada Square
London, UK

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Guide Purpose

The DigitalGenius brand is more than our logo and colors. It is who we are and how we want to be viewed by the world.

This guide will help to familiarize you with the DigitalGenius core brand elements that will assist you in designing and producing dynamic and powerful communications, while still allowing degrees of flexibility.

We have an opportunity to establish a vibrant brand in the minds of all people who interact with our products, services, and people. By providing consistent, positive brand experiences for our audiences we can create an identity that makes them comfortable with entrusting us with their brand and business.



About Us

Vision
Core Values

Vision

DigitalGenius is the established market leader for AI in Customer Service -- loved by agents, demanded by executives and created by a passionate team, focused on practical AI and delivering quantifiable value to our customers.

PASSION LE

Core Values

Bold

Do it our way, try new things, fail fast, learn quickly, make a difference, and create our own destiny.

Transparency

We are operating in an open and honest dialogue with our employees, customers and partners.

Empowerment

Creating an environment that enables our people to be at their best.

Measure Everything

Everything we do has to have a measurable purpose.

Accountability

Do what you say you are going to do when you say you're going to do it.

Team Spirit

We are stronger together and we have each others' back.

Focus

Do a few things exceptionally well - 'wood behind the arrow'.

Our Product Works

We are the real deal.

Embrace Diversity

Ideas, backgrounds, perspectives, cultures, beliefs.

Journey

With the right customers to undisputed value.

**"A brand's strength is built upon its determination to
promote its own distinctive values and mission."**

Jean-Noel Kapferer



Identity

- Primary Logo
- Logo Integrity
- Boxed Logo
- Unacceptable Usage
- Color Palette
- Messaging

Primary Logo

The DigitalGenius logo is the most visible element of our identity: a universal signature across all communications. It unites our product, partners, and marketing communications. Always remember that DigitalGenius is one word and should never be separated and the D & G are always capitalized.



Logo Integrity

Logo Colors

When using our logo, contrast is important. Use dark blue on light or white backgrounds and the white logo on dark backgrounds. A gray-scale logo is also acceptable if color is not available.



Clear Space

Just like people do, our logo needs some personal space —free of type, graphics, and other elements that might cause visual clutter— to maximize the recognition and impact of our identity. For any easy guide you can use the **a** in DigitalGenius to measure the clear space needed. This is also just a recommended space, there will be cases in which this can be broken based on design needs.



Boxed Logo

For certain cases the primary logo may not be the best fit. For promotional items or smaller print areas you may also use the DigitalGenius boxed logo. Printability is always the key though so never print so small that the DigitalGenius part is hard to read.

BoxedLogo



Unacceptable Usage

To maintain the integrity of the DigitalGenius logo, and to promote the consistency of the brand, it is important to use the logo as described in this guide. The examples shown illustrate possible misuses of the DigitalGenius logo that should be avoided.



Digital
Genius

X DO NOT rearrange the logo elements.



DigitalGenius

X DO NOT use non-approved colors.



DigitalGenius

X DO NOT rotate logo.



DigitalGenius

X DO NOT add drop shadows.



DigitalGenius

X DO NOT stretch logo.



DigitalGenius

Secondary Text Headline

X DO NOT add unapproved secondary headlines



DigitalGenius

X DO NOT change proportions of the logo.

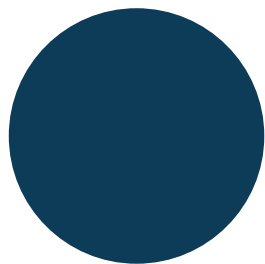


DigitalGenius

X DO NOT outline the logo.

Color Palette

These are the core colors that give us our personality and reinforce our brand values. By predominantly sticking to these colors, all materials will be consistent.

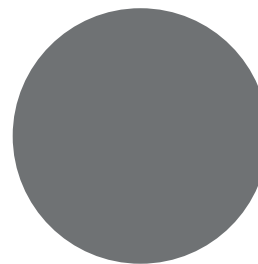
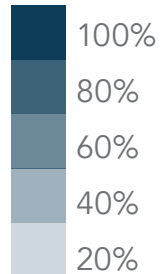


Deep Blue

RGB: 26, 59, 88

CMYK: 96, 72, 40, 35

Hex: #1a3b58

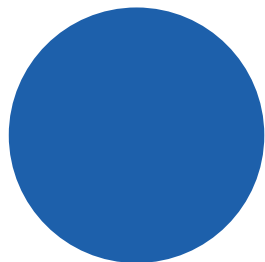
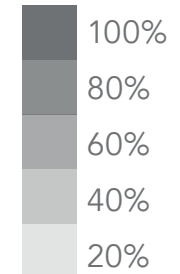


Fog Grey

RGB: 121, 121, 121

CMYK: 51, 41, 40, 23

Hex: #797979

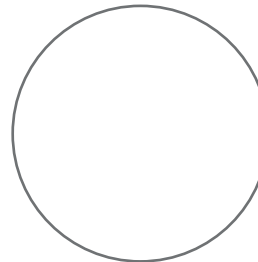
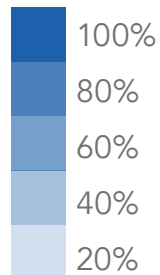


Neuron Blue

RGB: 26, 87, 162

CMYK: 93, 66, 2, 00

Hex: #1957a2



Brilliant White

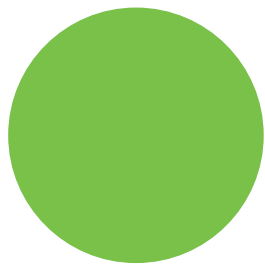
RGB: 255, 255, 255

CMYK: 00, 00, 00, 00

Hex: #ffffff

Secondary Color Palette

When the core colors just won't do it we also have an array of secondary colors we can use to compliment designs. Try not to go overboard using these but can be a great accent for images.

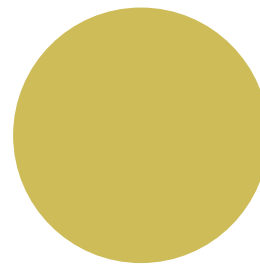
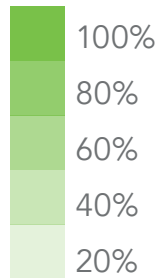


DG Green

RGB: 26, 59, 88

CMYK: 96, 72, 40, 35

Hex: #1a3b58

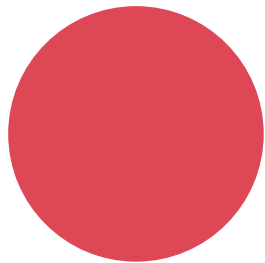
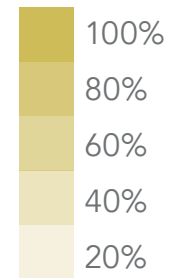


DG Yellow

RGB: 121, 121, 121

CMYK: 51, 41, 40, 23

Hex: #797979

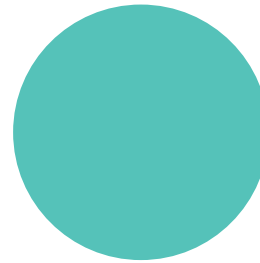
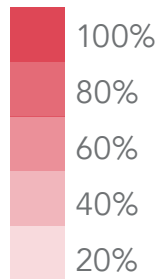


DG Red

RGB: 26, 87, 162

CMYK: 93, 66, 2, 00

Hex: #1957a2

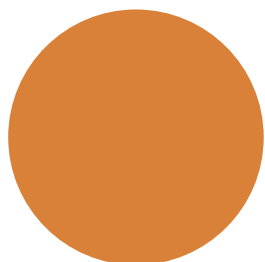
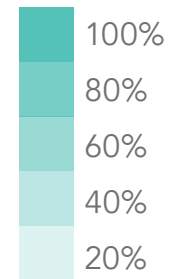


DG Teal

RGB: 255, 255, 255

CMYK: 00, 00, 00, 00

Hex: #ffffff

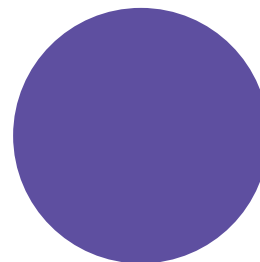
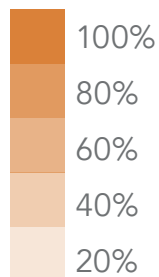


DG Orange

RGB: 26, 87, 162

CMYK: 93, 66, 2, 00

Hex: #1957a2

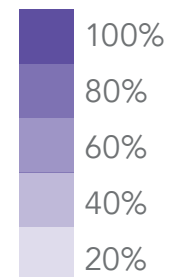


DG Purple

RGB: 255, 255, 255

CMYK: 00, 00, 00, 00

Hex: #ffffff



Messaging

When talking about and promoting DigitalGenius we want to be on the same page and sound like one company. This section will help you define how to write or speak about us.

Tagline: For company search listing (this is what you see when you Google “DigitalGenius”)

DigitalGenius | AI Platform for Customer Service

1-Sentence Description: DigitalGenius is the AI platform that puts your customer support on autopilot by understanding conversations, automating repetitive processes and delighting your customers.

1-Paragraph Description: DigitalGenius is the AI platform that puts your customer support on autopilot by understanding conversations, automating repetitive processes and delighting your customers. The platform is powered by deep learning that understands your customers’ objectives, then drives automated resolutions through APIs that connect seamlessly to your own backend systems. This is the practical application of AI that delivers the concrete ROI you’ve been waiting for. Learn more at digitalgenius.com.

Press Release Boilerplate: DigitalGenius is the AI platform that puts your customer support on autopilot by understanding conversations, automating repetitive processes and delighting your customers. The platform is powered by deep learning that understands your customers’ objectives, then drives automated resolutions through APIs that connect seamlessly to your own backend systems. This is the practical application of AI that delivers the concrete ROI you’ve been waiting for.

The DigitalGenius AI platform is used by KLM Royal Dutch Airlines, The Perfume Shop, Air France and other forward-looking businesses to drive conversational process automation through the use of deep learning. Learn more about how it works at digitalgenius.com.

Company Description: DigitalGenius is the AI platform that puts customer support on autopilot by understanding conversations, automating repetitive processes and delighting customers. The platform is powered by deep learning that understands customers' objectives, then drives automated resolutions through APIs that connect seamlessly to companies' own backend systems.

The company was founded in 2013 and has raised over \$26 million since its inception. It has offices in both London and San Francisco and over 70 employees worldwide. The DigitalGenius AI platform is used by KLM Royal Dutch Airlines, Perfume Shop, Air France and other forward-looking businesses to drive conversational process automation through the use of deep learning.

Key Messages

- "Put your customer support function's repetitive customer service journeys on autopilot"
- "Your customers don't want to wait for your contact center to catch up to their expectations"
- "What's the most expensive, repetitive ticket in your contact center? Let DigitalGenius put it on autopilot"
- "We connect conversations with processes"
- "DigitalGenius leverages deep learning to understand customer service queries, then resolves them by automating backend processes through a robust set of APIs. This enables end-to-end case resolution of your common repetitive journeys without human intervention, freeing agents to focus on higher-level conversations while lowering the costs of your contact center operations"
- "Conversational process automation is the seamless, AI-driven integration of conversations with backend systems and processes into the contact center, and it allows for end-to-end resolution of customer inquiries through deep learning and open APIs"
- "DigitalGenius uses deep learning to understand customer conversations, while driving resolution of their issues through an AI platform powered by APIs"



**“Artificial Intelligence can be a supplement
to human insight, not a substitute.”**

Abhijit Naskar

Typography

Fonts
Text Hierarchy

Main Font

DigitalGenius uses one primary font in branding materials, Avenir. Any available weights of Avenir are permitted, below showcases a few examples. Substitute fonts can be used if Avenir is not available. Also unique fonts can be used in marketing situations such as advertisements and events.

Avenir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Monospaced Font

DigitalGenius also has a monospaced font to be used for showing code or any technical documents. These are the only cases that this font should be used.

Anonymous Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy so custom text situations will arise but here are some of the most common techniques.

Main Body Copy: (12 points)

Main Headers: 250 percent more than main body copy

Secondary Headers: 175 percent more than main body copy

Footers: 40 percent less than main body copy

MAIN HEADER

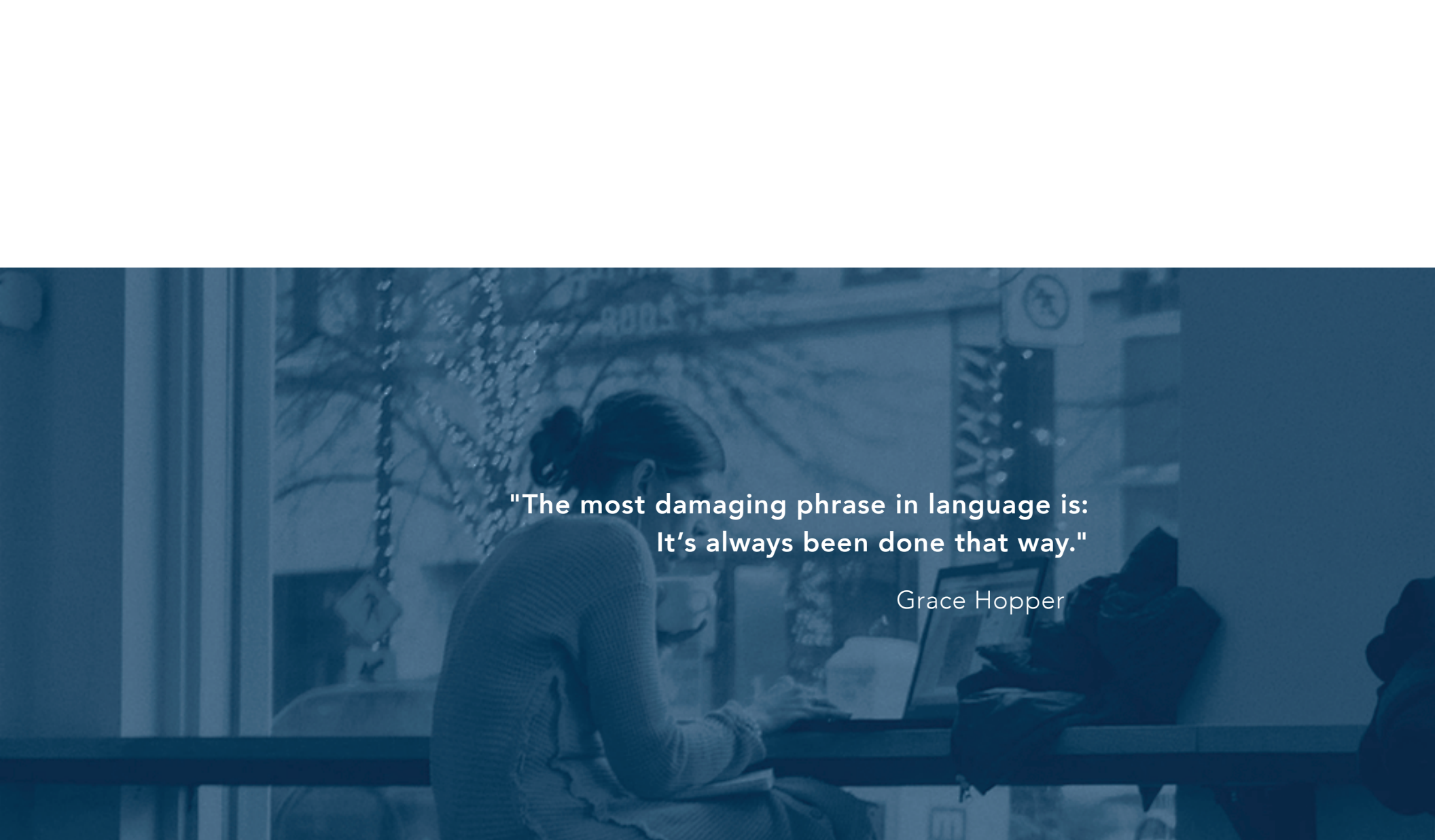
Avenir - Heavy - 30 pt - Tracking: 10

SECONDARY HEADER

Avenir - Medium - 21 pt - Tracking: 0

COPY

Avenir - Book - 12 pt - Tracking: 10

A woman with her hair in a bun is sitting at a table in a cafe, working on a laptop. The scene is dimly lit and has a blue tint. The quote is centered over the image.

**"The most damaging phrase in language is:
It's always been done that way."**

Grace Hopper



Graphic Elements

Iconography
Imagery
Website Header

Iconography

Examples of approved icons that can be displayed in any of the DigitalGenius colors. Additional icons can be created if need be but must maintain the same look as the examples provided. Icons should be one-color designs with thick outer lines but thinner inner lines when details are needed.



Imagery

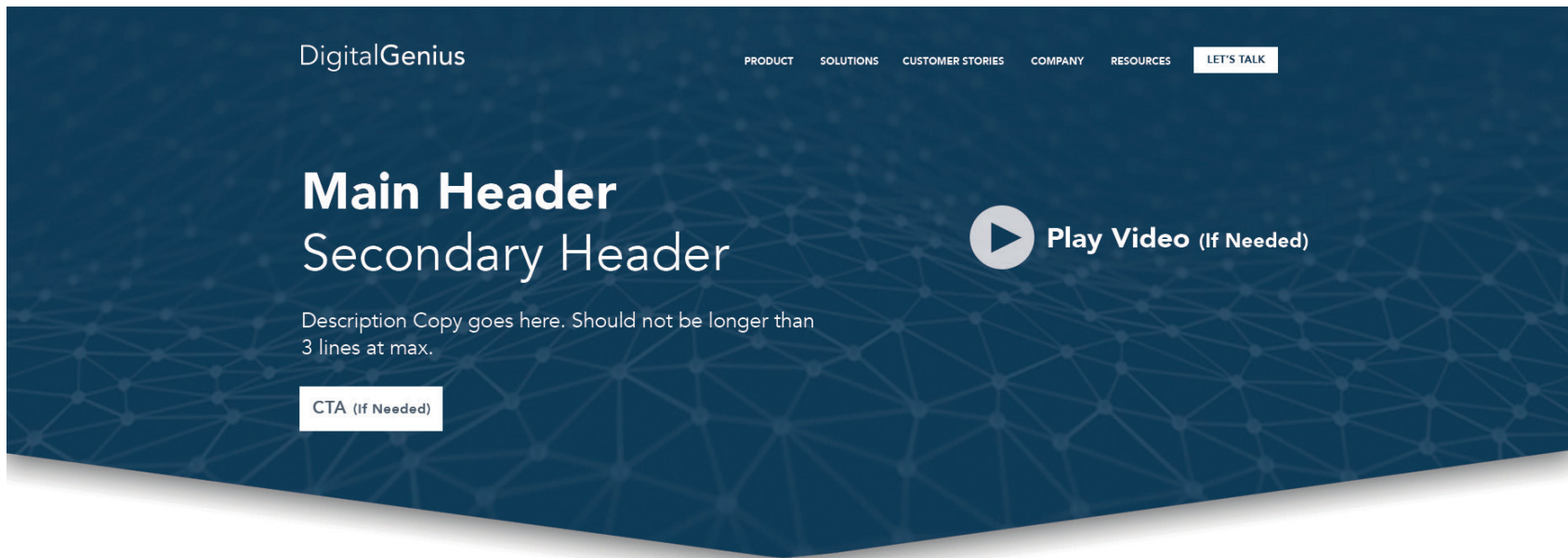
The DigitalGenius color palette is a monochromatic style with a tint of blue. So in keeping with that our imagery will all be B&W images with deep blue tint overlay at 40%.



- **Bold & Blue**
- **Never Pixelated**
- **White Text Must Be Legible**
- **Technology Focused**
- **No Robots & Scary AI**
- **Happy Employees & People**

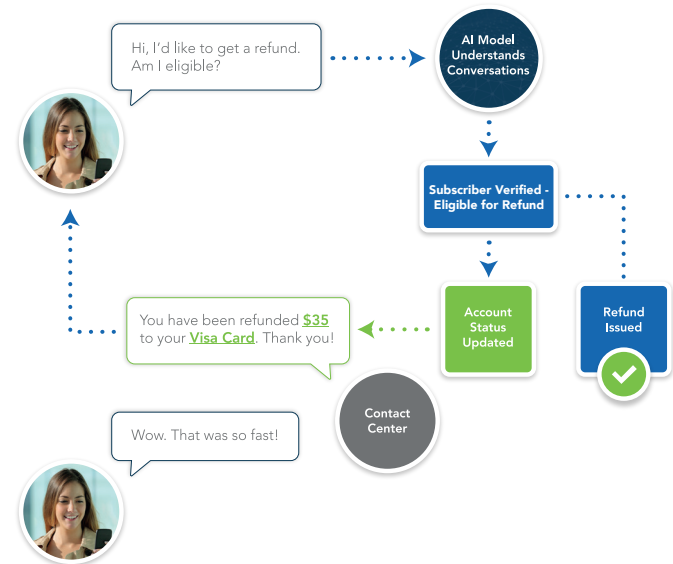
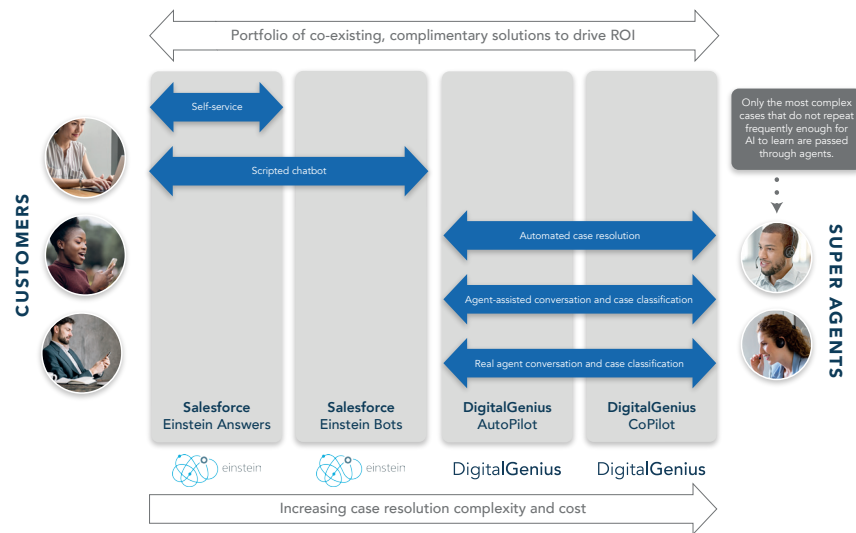
Website Header

Below is an example of the generic setup all of our webpage headers should have (except for Customer Stories). The background should always have the blue tint style but allow the text and CTAs to be visible and readable. These can change overtime but this basic setup is the standard to be evolved upon.



Marketing Graphics


With regards to our graphs and diagrams the goal is to keep a clean and light look with a mix of vector and raster images. Everything should be as easy to understand as possible and clearly labeled. A slight drop shadow is allowed on objects to create a sense of depth but do not make the shadow overly dark. Below are some examples of current approved graphics that can be evolved upon.



Automation

Learning → Ready for Automation → Automating

	Active for	Automations	
Orders	32 days	2956	<input checked="" type="checkbox"/>
Accounts	20 days	1223	<input checked="" type="checkbox"/>
Refund	12 days	752	<input checked="" type="checkbox"/>

A blue-tinted photograph showing the silhouettes of a large group of people. Some are standing, some are sitting or crouching, and they appear to be looking in various directions, possibly towards a speaker or a stage. The background is a light blue gradient.

"The true delight is in the finding out
rather than in the knowing."

Isaac Asimov



Thank You

We appreciate you reading over the DigitalGenius Brand Guidelines. If you ever have any additional questions about our brand please do not hesitate to contact us, we would love to hear from you.

Marketing Designer:
timothy@digitalgenius.com

www.digitalgenius.com



DigitalGenius