



Genius™

BRAND GUIDE

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LOGO



# Primary Logo

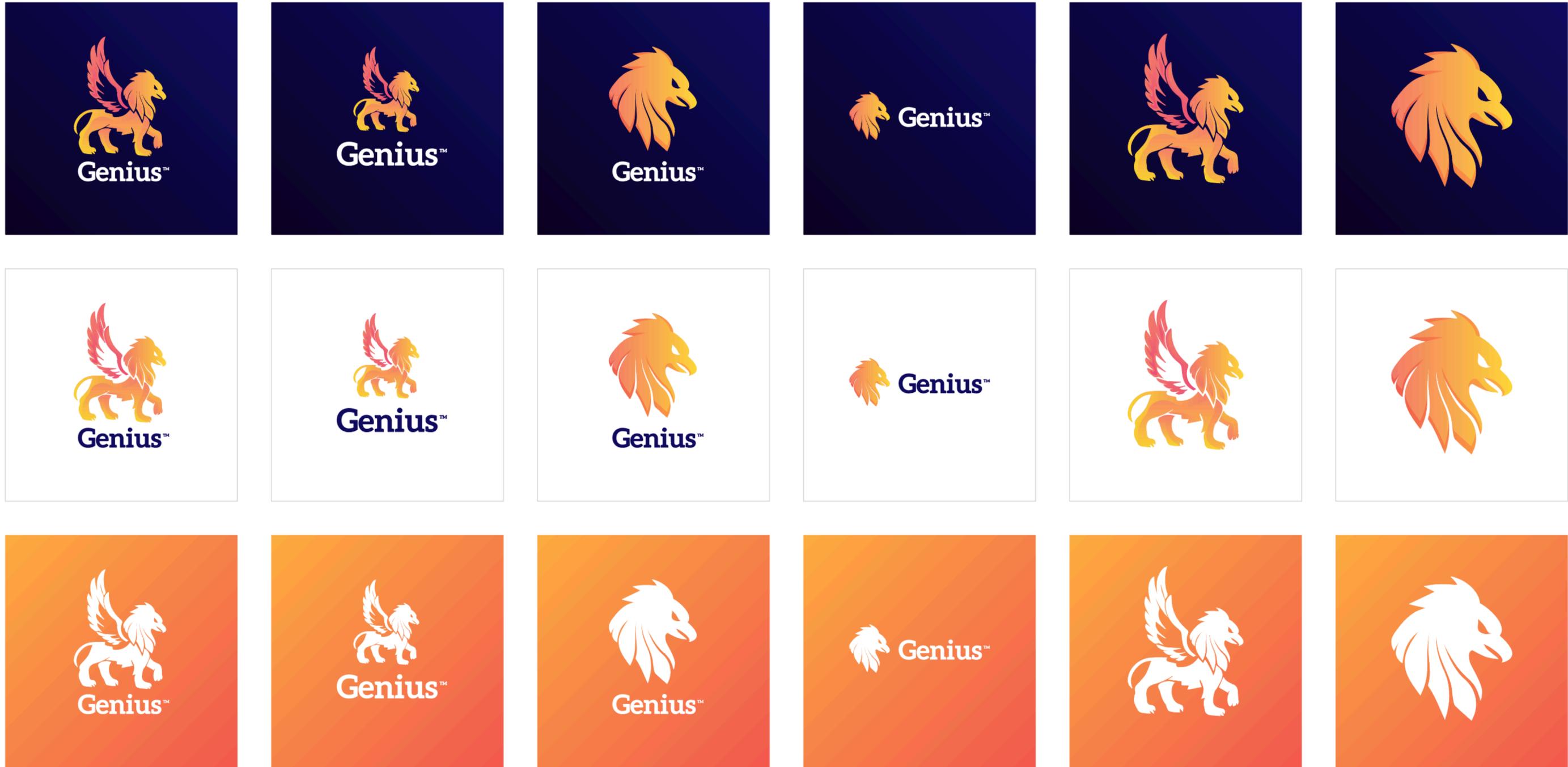
Genius's primary logo uses the full body Eaglion icon along with the logotype. This combination carries a lot of visual weight and represents Genius's trustworthiness and dependability.

# Logo Color



Each of Genius's logo variations are built to work on a variety of backgrounds. In light theme the Logotype is blue and in dark theme it switches to white. The color of each of the icons is built to work well in either themes. The full white logo should only be used on bright gradient backgrounds or photography.

The logo colors should never be changed, designers can use whichever logo is best suited for each situation but should not make changes to any of the logos.



LOGO VARIATIONS

LARGE SIZES



MINIMUM WIDTH  
 $\frac{3}{4}$  INCH  
 50PX



MINIMUM WIDTH  
 1 INCH  
 60PX



MINIMUM WIDTH  
 $\frac{2}{3}$  INCH  
 40PX

LEFT TO RIGHT

SMALL SIZES



MINIMUM WIDTH  
 $\frac{3}{4}$  INCH  
 55PX



MINIMUM WIDTH  
 $\frac{1}{3}$  INCH  
 25PX



MINIMUM WIDTH  
 $\frac{1}{4}$  INCH  
 18PX

# Sizing & Variation

Each of these Genius logo variations are a valid representation of the brand and can be used interchangeably depending on the situation. If possible, designers should start with the primary logo, and if that isn't well suited then use one of the other logos.

In situations where the logo will be displayed at a large size, one of the logos in the top row can be used, if the logo will be displayed at a smaller size or needs to fit in a horizontal orientation (eg website nav bar) one of the bottom row logos can be used. Never display a logo smaller than the minimum size stated, if need be use a logo variation with a smaller minimum size instead.



# Logo Spacing

For each of the logo variations, the minimum space to keep clear on each side is equal to one third of the logo's width. Do not place visual elements closer to the logo than that as it prevents the logo from standing out.

For logo versions with the full body Eaglion ensure that the logo is spaced optically, taking the height of the wings into account.

More clear space can be used if needed at the designers discretion.



SKEWED OR STRETCHED



WRONG VARIATION FOR BACKGROUND



MODIFIED SPACING

# Logo Taboos

Never edit the logo or display the logo in a situation that matches one of these taboos.

Always ensure that the logo files used are sufficiently high resolution for the design situation.



ROTATED LOGO



MODIFIED COLORS



DROP SHADOW

COLOR



# Primary Colors

These primary color are used throughout Genius materials and can be used in text, backgrounds, gradients, and UI elements. The following color codes should be used for maximum accuracy across all digital and print materials.

When using these colors in text make sure that text is legible and ADA compliant on all device sizes.

	<b>GOLD</b>	<b>SUNRISE</b>	<b>SALMON</b>	<b>FIRE</b>	<b>ROSE</b>
<b>HEX</b>	#FFD836	#FFAD40	#F47C6C	#F25C51	#EF5277
<b>RGB</b>	255, 216, 54	255, 173, 64	244, 124, 108	242, 92, 81	239, 82, 119
<b>CMYK</b>	1, 13, 88, 0	0, 37, 84, 0	0, 64, 53, 0	0, 79, 68, 0	0, 83, 88, 0
<b>PANTONE</b>	114 C	1365 C	2344C	2348 C	184 C

# Base Colors

#FFFFFF  
255, 255, 255  
0, 0, 0, 0  
11-0700 TPG

**WHITE**

#F5F5F7  
245, 245, 247  
3, 2, 1, 0  
663 C

**L GRAY**

#DFDFEA  
223, 223, 234  
11, 9, 2, 0  
664 C

#9191B7  
145, 145, 183  
46, 41, 11, 0  
4124 C

#595893  
89, 88, 143  
76, 73, 14, 2  
7670 C

#2C2572  
44, 37, 114  
100, 100, 23, 10  
2372 C

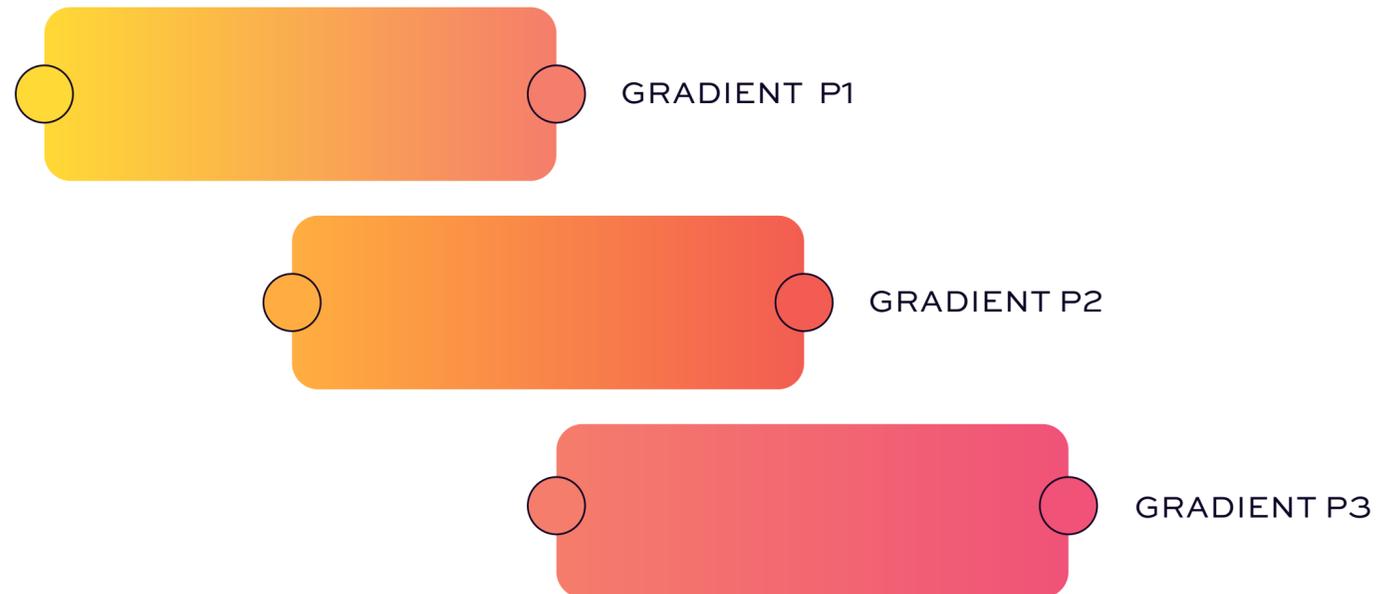
#110C61  
17, 12, 97  
100, 100, 24, 30  
273 C

**DEEP BLUE**

#090942  
9, 9, 66  
100, 97, 35, 52  
2768 C

#0C0223  
12, 2, 35  
85, 82, 54, 74  
BLACK 6 C

**BLACK**

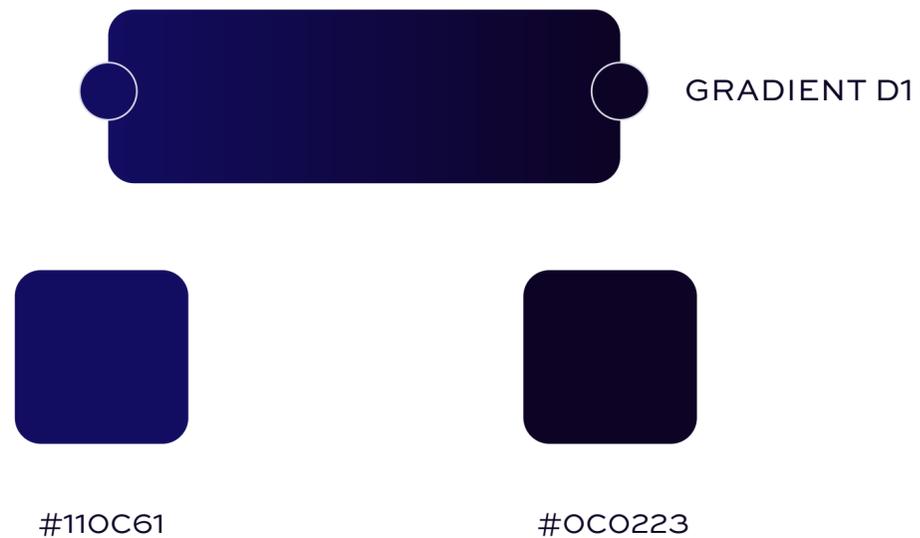
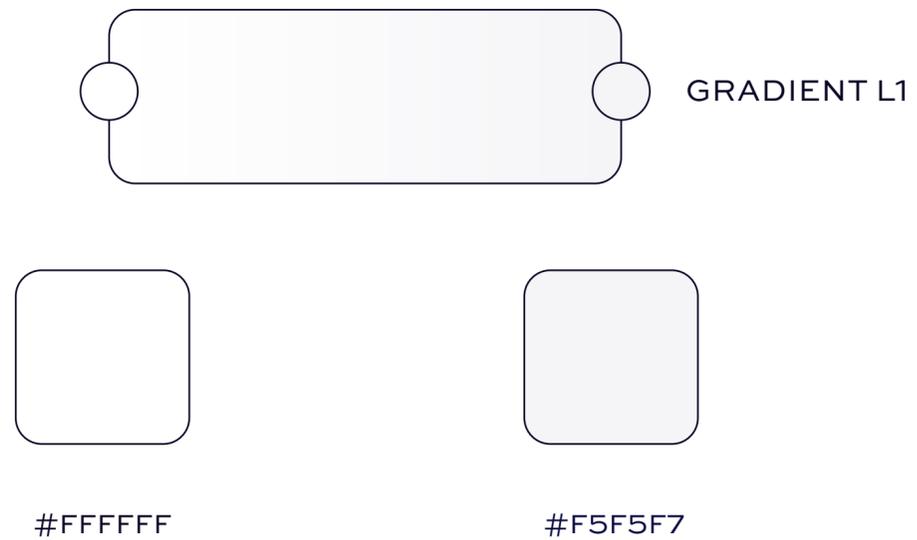


# Primary Gradients

Each of these gradient combinations can be used throughout Genius's assets in buttons or backgrounds. Gradients should use one of these color combinations.

## Do Not:

- Use more than two colors,
- Use radial or freeform (Only use linear)
- Off brand colors
- Use gradients on text



# Base Gradients

Each of these gradient combinations can be used throughout Genius's assets. Base gradients are built for use as backgrounds in light or dark theme UI's.

**Do Not:**

- Use more than two colors,
- Use radial or freeform (Only use linear)
- Off brand colors
- Use gradients on text

# TYPOGRAPHY

# Aleo

PRIMARY TYPEFACE

# Sweet Sans Pro

SECONDARY TYPEFACE

## Brand Typefaces

Genius's brand uses 2 different typefaces. Each has a unique role within design assets and materials. See the following pages for more information on each of the brand typefaces.

Aleo is the primary typeface for headings and small pieces of text.

Sweet Sans Pro is the secondary typeface for use in subheadings and UI elements.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

123456789

## ALEO

Aleo is Genius's primary typeface and should be used whenever possible in Genius assets. Aleo is a stable and approachable slab serif with 3 weights and matching italics.

In general Aleo should be used only in larger sizes, for headings and smaller amounts of text.

## LICENSE

[Google Fonts](#) →

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

123456789

## **SWEET SANS PRO**

Sweet Sans is Genius's secondary typeface and should be used throughout all Genius assets. Sweet sans is a modern sans serif inspired by antique engravers. It has 9 weights with matching italics.

This is an incredibly versatile typeface and can be used in body text, headlines, and UI elements.

LICENSE  
[Creative Cloud →](#)

Thin *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
Bold *Italic*

Aleo  
Bold

Header 1

Aleo  
Regular

Header 2

Sweet Sans  
Bold  
All Caps

HEADER 3

Sweet Sans  
Bold

Header 4

Sweet Sans  
Italic

*Header 5*

Sweet Sans  
Medium  
All Caps

HEADER 6

# Header Styles

Use these typographic styles as a starting point when typesetting graphics, and print and web assets.

These are not the only styles that can be used, but they provide a starting point for working with Genius's brand typefaces.

# INTERFACE ELEMENTS

# Light & Dark

Genius's base colors are built with a wide variety of values in order to provide flexibility to work in both light and dark theme interfaces.

Base colors are primarily for use in backgrounds, text, and icons, and the primary colors are for highlighting CTA's and important elements.

**Get 12% APR  
on your savings**

DON'T WAIT!

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GET STARTED

**Get 12% APR  
on your savings**

DON'T WAIT!

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GET STARTED

# Light Theme

When using light theme layouts or interfaces default to these colors for headers, paragraphs, buttons, and backgrounds.

Designers can have freedom to use other Genius colors but these should be used as a starting point.

HEADERS #110C61

ACCENT TEXT #F47C6C

PARAGRAPHS #696993

BUTTONS GRADIENT P2

BACKGROUNDS GRADIENT L1 OR #FFFFFF

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on your savings**

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GET STARTED

# Dark Theme

When using dark theme layouts or interfaces default to these colors for headers, paragraphs, buttons, and backgrounds.

Designers can have freedom to use other Genius colors but these should be used as a starting point.

HEADERS # F5F5F7

ACCENT TEXT #FFAD40

PARAGRAPHS # DFDFEA

BUTTONS GRADIENT P1

BACKGROUNDS GRADIENT D1 OR #090942

**Get 12% APR  
on your savings**

**DON'T WAIT!**

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GET STARTED

## DISPLAY ICONS



## INTERFACE ICONS



# Icon Styles

Genius should use minimal and sleek icons that are not overly complicated or bloated. For user interface icons use the free Feather Icon library.

## Icon Guidelines:

- Do not exceed a 2 pt stroke on any icons. Keep the designs thin.
- Do not include more than 2 different elements in an icon
- Interface Icons should use Base colors
- Display Icons can use Primary colors or gradients

Feather Icons →

# Button Styles

To the left are several different button styles to use as reference points when designing Genius assets. All buttons should have rounded corners, interactive hover states and should be optimized to suite the background/color theme.

BUTTON 1



LEARN MORE

Regular



LEARN MORE

Hover

BUTTON 2



LEARN MORE

Regular



LEARN MORE

Hover

BUTTON 3



LEARN MORE

Regular



LEARN MORE

Hover

BUTTON 1



LEARN MORE

Regular



LEARN MORE

Hover

BUTTON 2



LEARN MORE

Regular



LEARN MORE

Hover

BUTTON 3



LEARN MORE

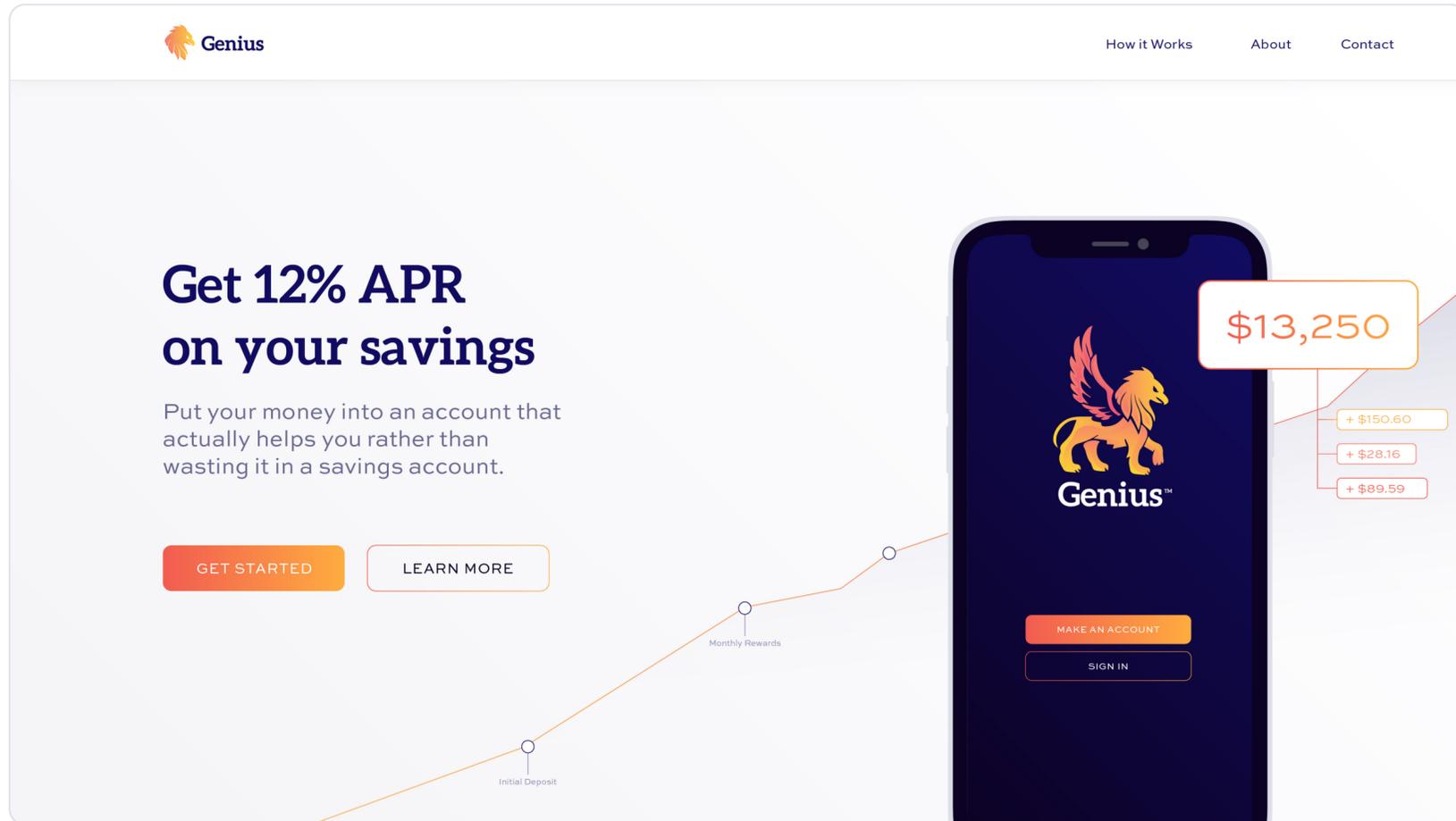
Regular



LEARN MORE

Hover

# GRAPHICS



# Graphic Style

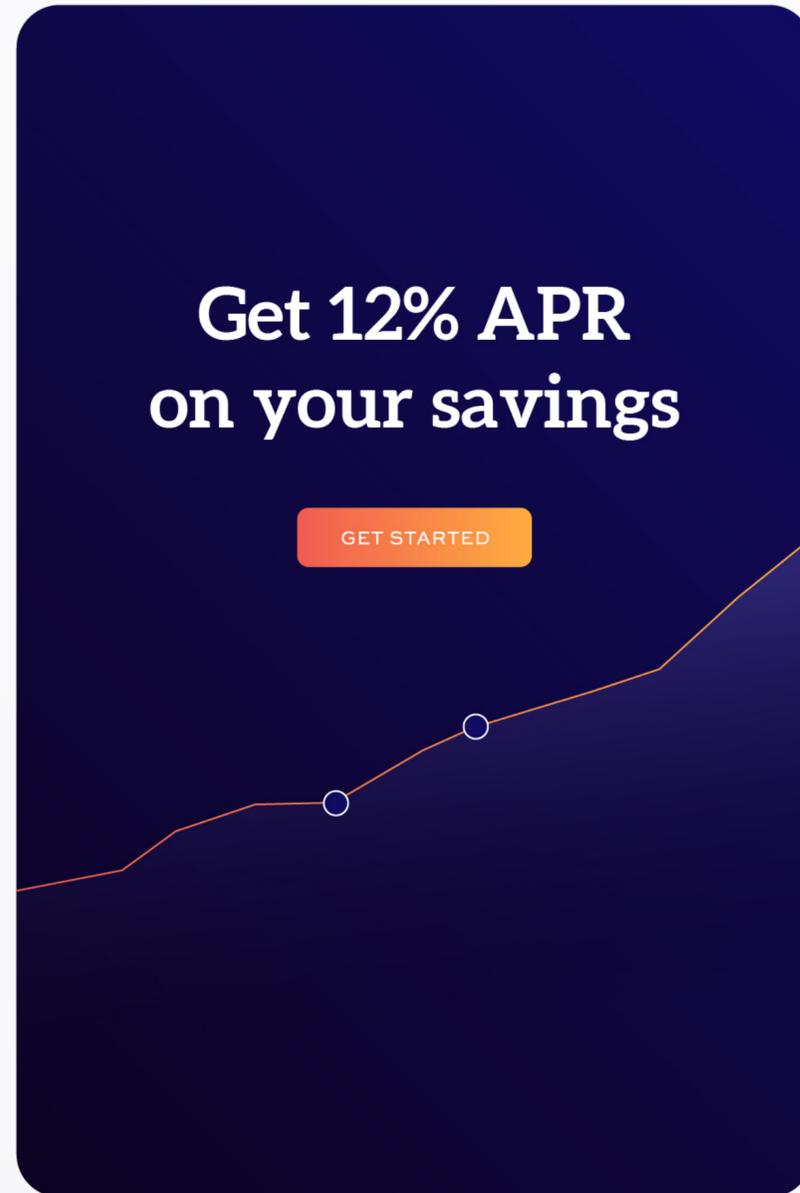
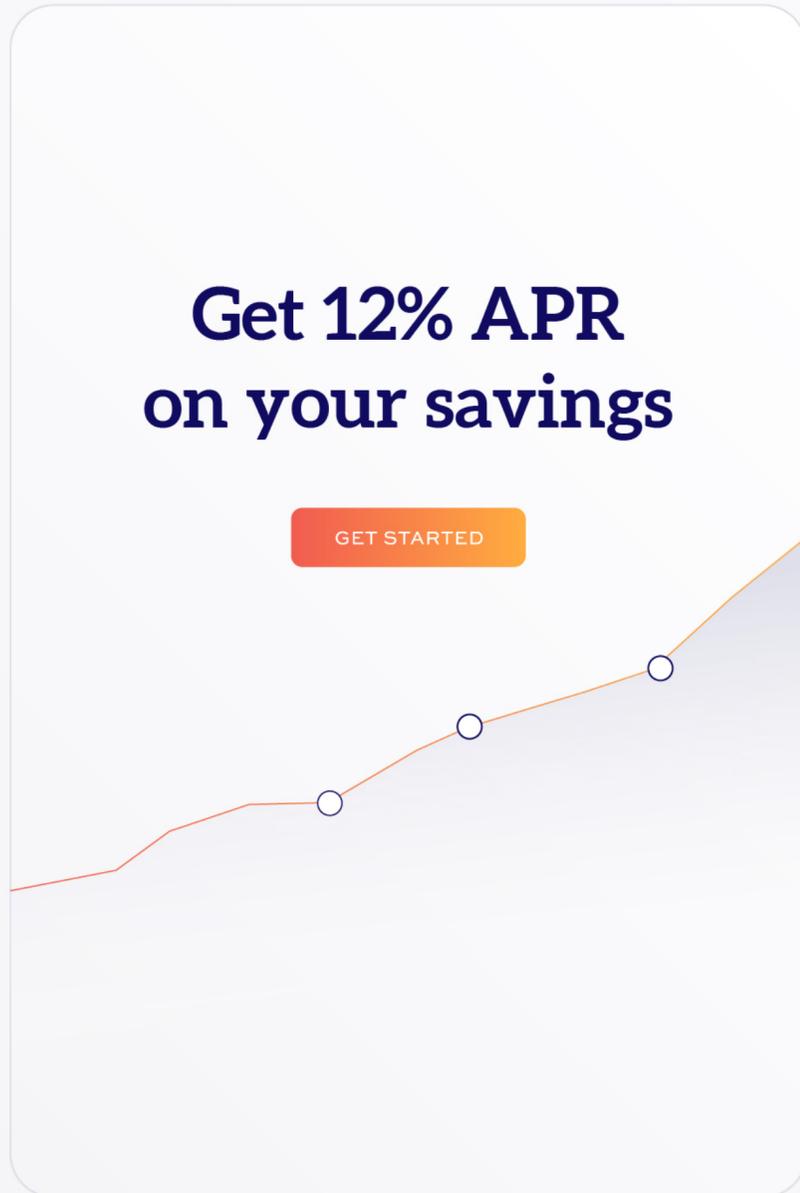
Because Genius is a digital platform photography doesn't do a good job of representing the brand or the product. In order to visually express the brand graphics should be creating using a variety or visual elements.



# Device Mockups

Device mockups are a great way of exhibiting the Genius app in a stylized way that simplifies how the app works and showcases how users can expand their savings.

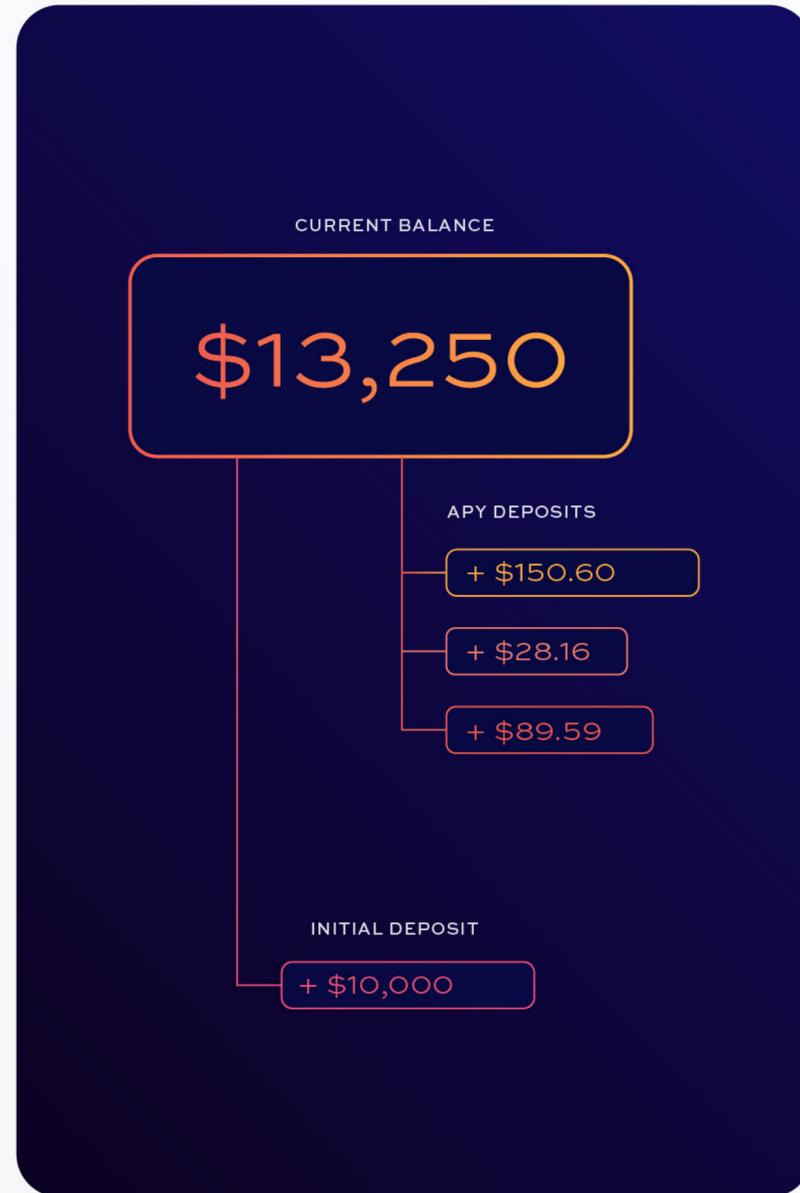
These mockups can show login screens, account savings, charts that map savings over time, and more.



# Savings Charts

Savings charts can help users to quickly visualize how their savings will increase by using Genius.

These charts can easily be used as background elements or in more prominent visuals depending on the size and color of the chart.



# Savings Numbers

One other method for visualizing how Genius works is by using numbers in a card like layout to mimic transactions and deposits.

Once again, these can work in the background of graphics to add visual detail or work as the main point of emphasis to help illustrate the copy.



Genius™