



GeniusTM

BRAND GUIDE

TABLE OF CONTENTS

3	LOGO	15	TYPOGRAPHY	26	GRAPHICS
4	Primary	16	Typefaces	27	Style
5	Color	17	Aleo	28	Device Mockups
6	Variations	18	Sweet Sans	29	Savings Charts
7	Sizing	19	Header Styles	30	Savings Numbers
8	Spacing				
9	Taboos				
10	COLOR	20	INTERFACE ELEMENTS		
11	Primary	21	Light & Dark		
12	Base	22	Light Theme		
13	Primary Gradients	23	Dark Theme		
14	Base Gradients	24	Icons		
		25	Buttons		

LOGO



Primary Logo

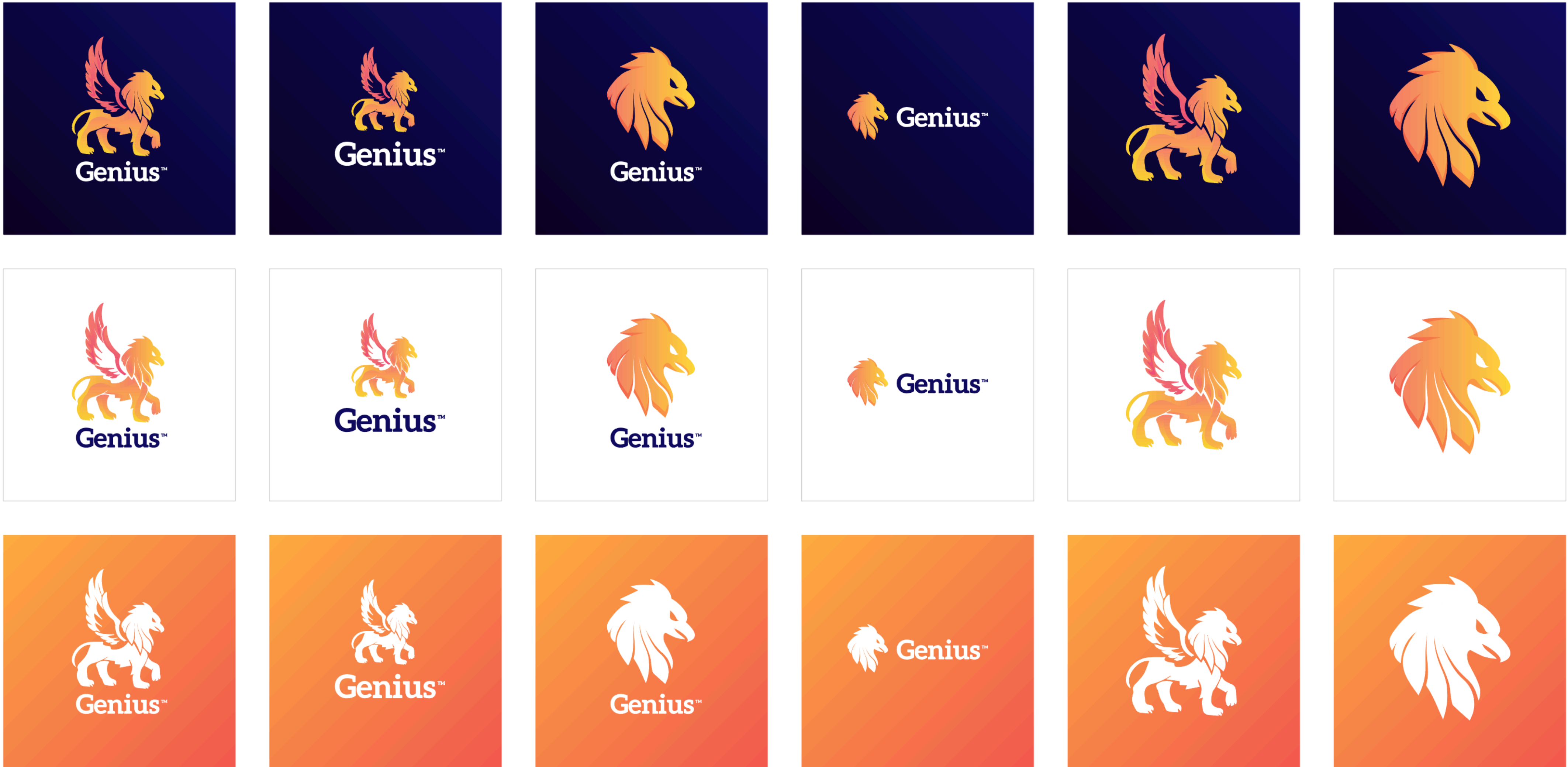
Genius's primary logo uses the full body Eaglion icon along with the logotype. This combination carries a lot of visual weight and represents Genius's trustworthiness and dependability.



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.



LARGE SIZES



MINIMUM WIDTH
3/4 INCH
50PX



MINIMUM WIDTH
1 INCH
60PX



MINIMUM WIDTH
2/3 INCH
40PX

LEFT TO RIGHT

SMALL SIZES



MINIMUM WIDTH
3/4 INCH
55PX



MINIMUM WIDTH
1/3 INCH
25PX



MINIMUM WIDTH
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

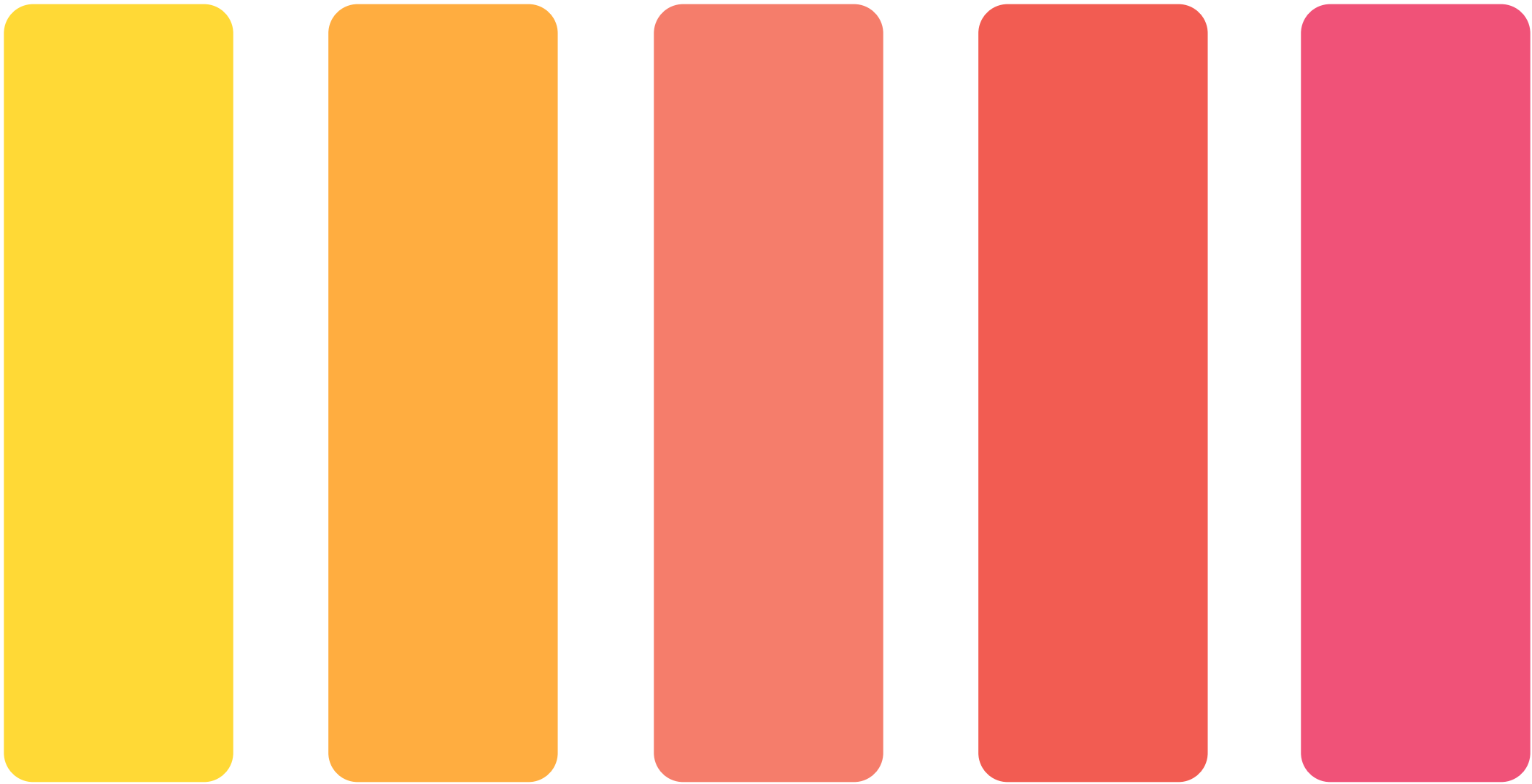


MODIFIED
COLORS



DROP SHADOW

COLOR



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

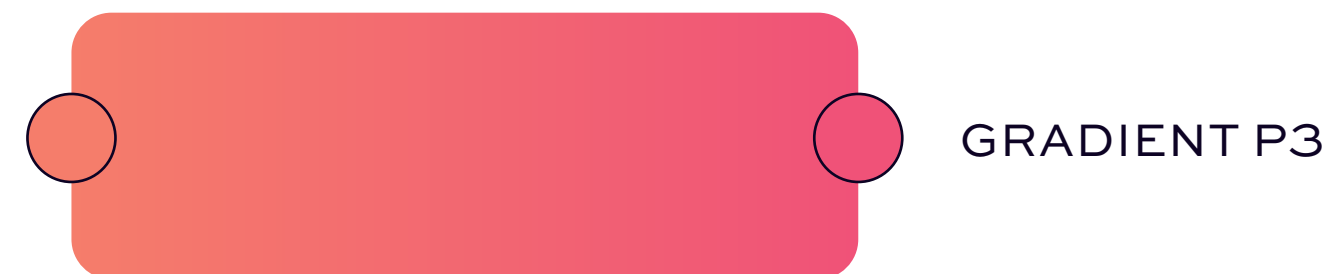
Primary Colors

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.

Base Colors

#FFFFFF	#F5F5F7	#DFDFEA	#9191B7	#595893	#2C2572	#110C61	#090942	#0C0223
255, 255, 255	245, 245, 247	223, 223, 234	145, 145, 183	89, 88, 143	44, 37, 114	17, 12, 97	9, 9, 66	12, 2, 35
0, 0, 0, 0	3, 2, 1, 0	11, 9, 2, 0	46, 41, 11, 0	76, 73, 14, 2	100, 100, 23, 10	100, 100, 24, 30	100, 97, 35, 52	85, 82, 54, 74
11-0700 TPG	663 C	664 C	4124 C	7670 C	2372 C	273 C	2768 C	BLACK 6 C
WHITE	L GRAY					DEEP BLUE		BLACK

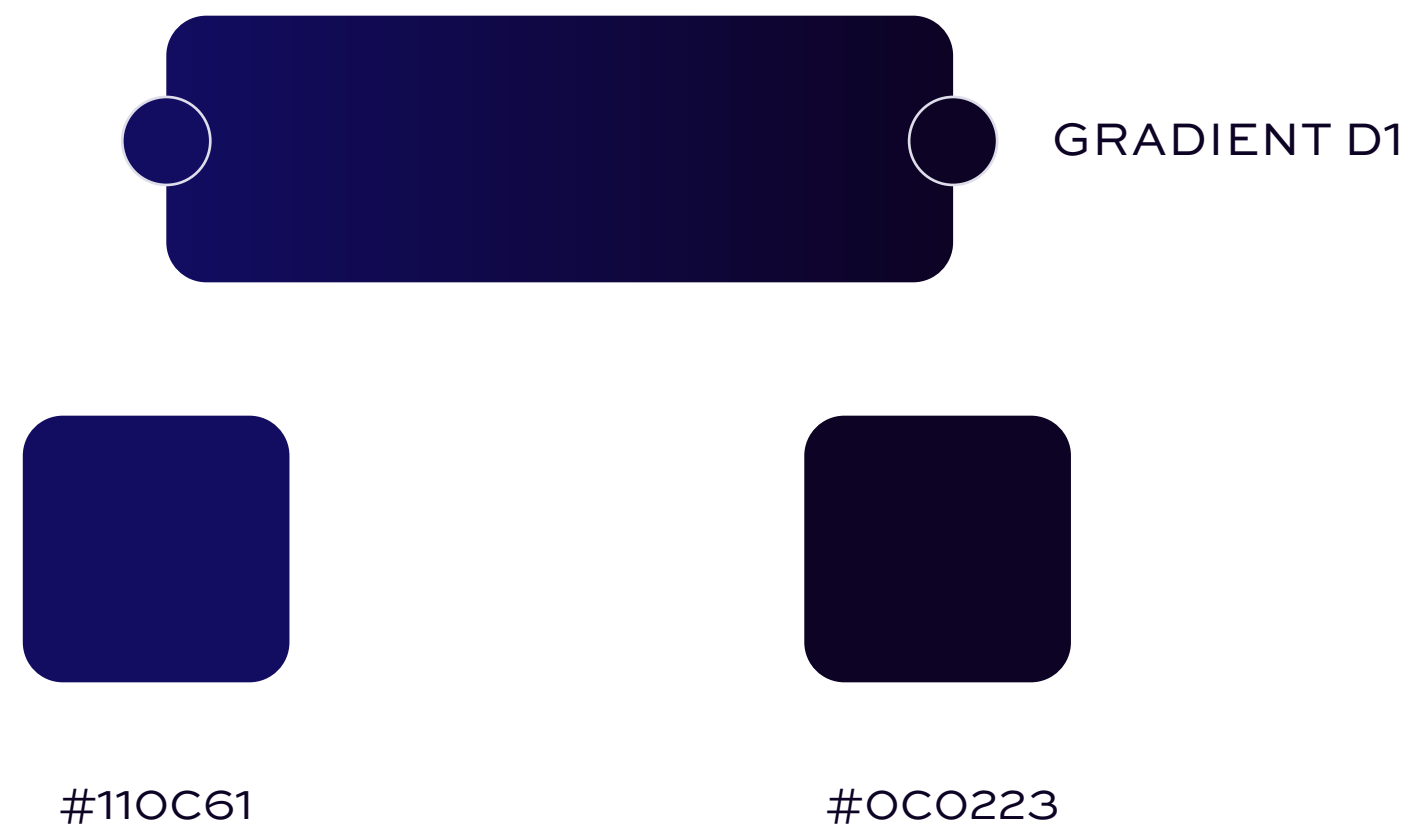
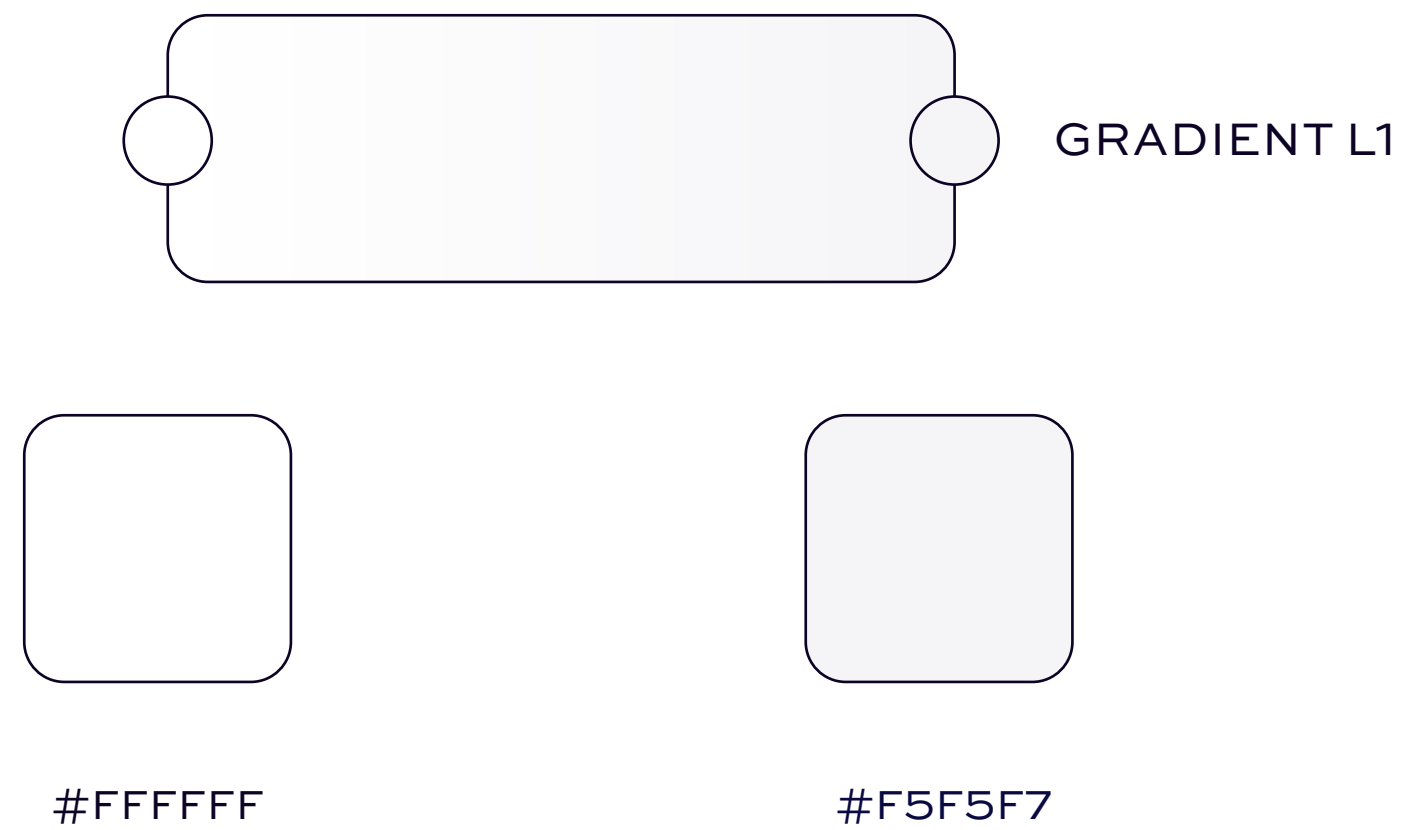


Primary Gradients

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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consectetuer adipiscing elit,
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore
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wisi enim ad minim

GET STARTED

Get 12% APR
on your savings

DON’T WAIT!

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consectetuer adipiscing elit,
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut
wisi enim ad minim

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

Get 12% APR
on your savings

DON'T WAIT!

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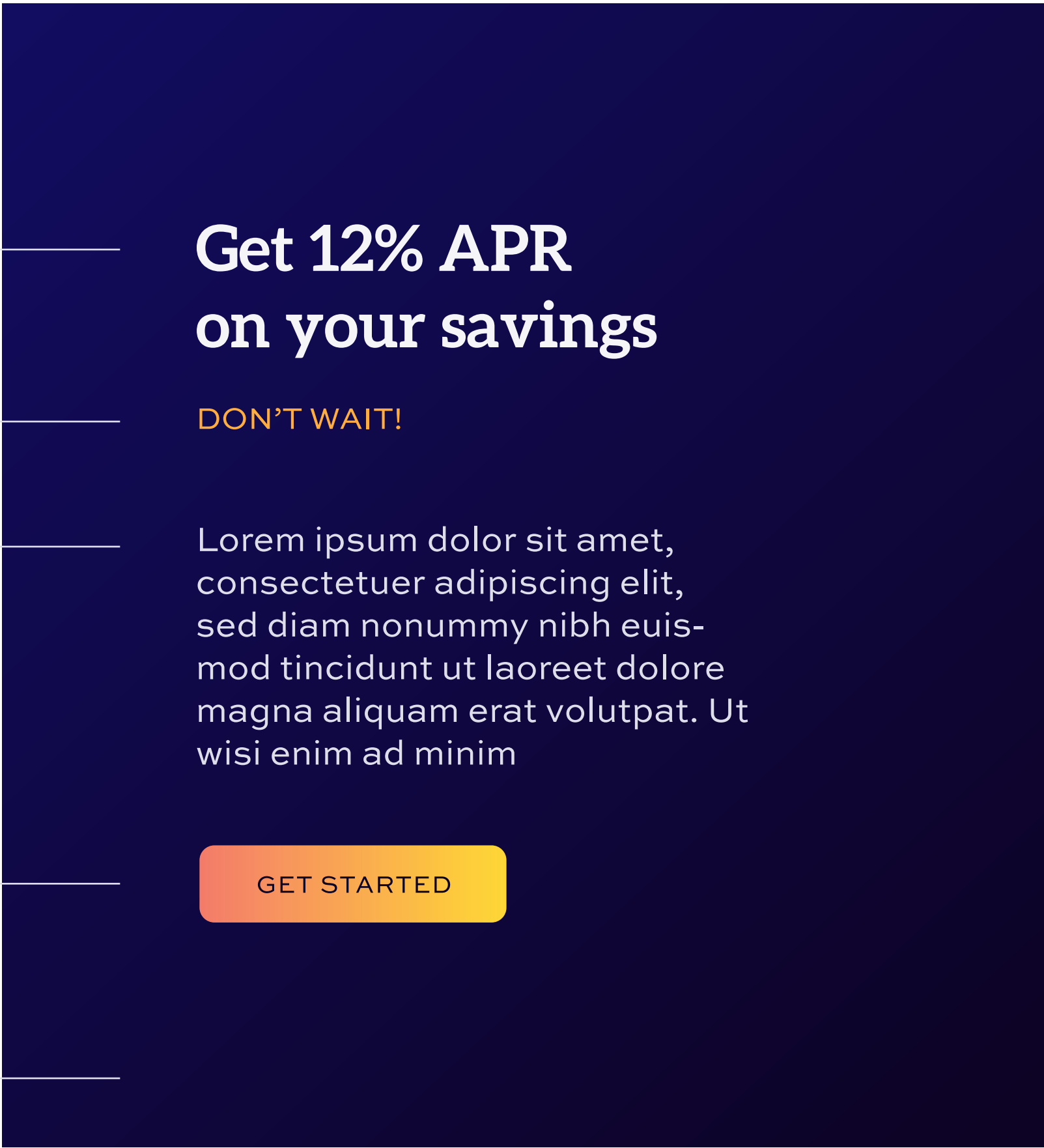
GET STARTED

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



DISPLAY ICONS



INTERFACE ICONS



Feather 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

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



Regular



Hover

BUTTON 2



Regular



Hover

BUTTON 3

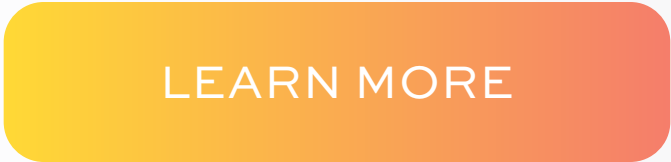


Regular



Hover

BUTTON 1



Regular



Hover

BUTTON 2



Regular



Hover

BUTTON 3

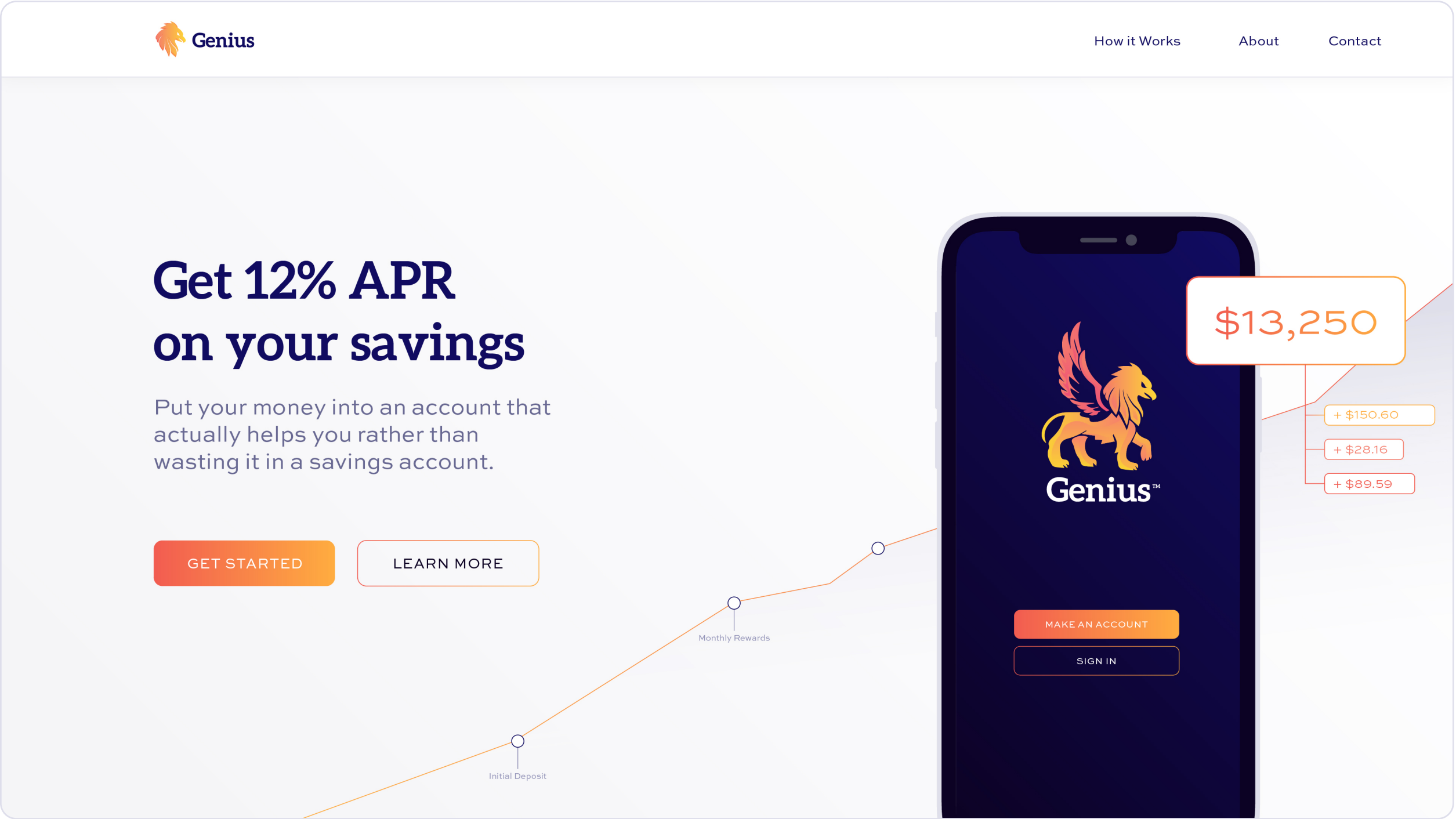


Regular



Hover

GRAPHICS



Graphic Style

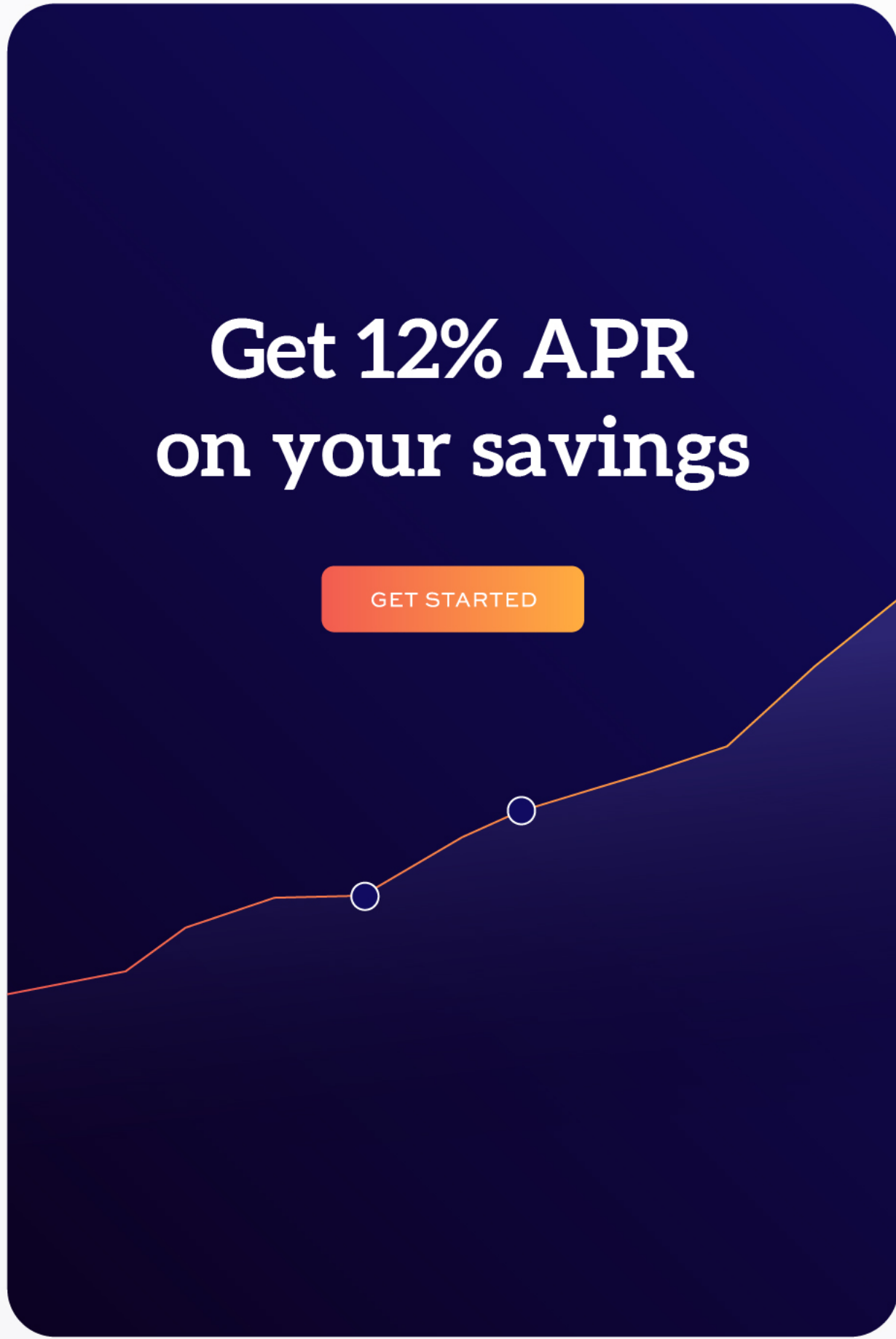
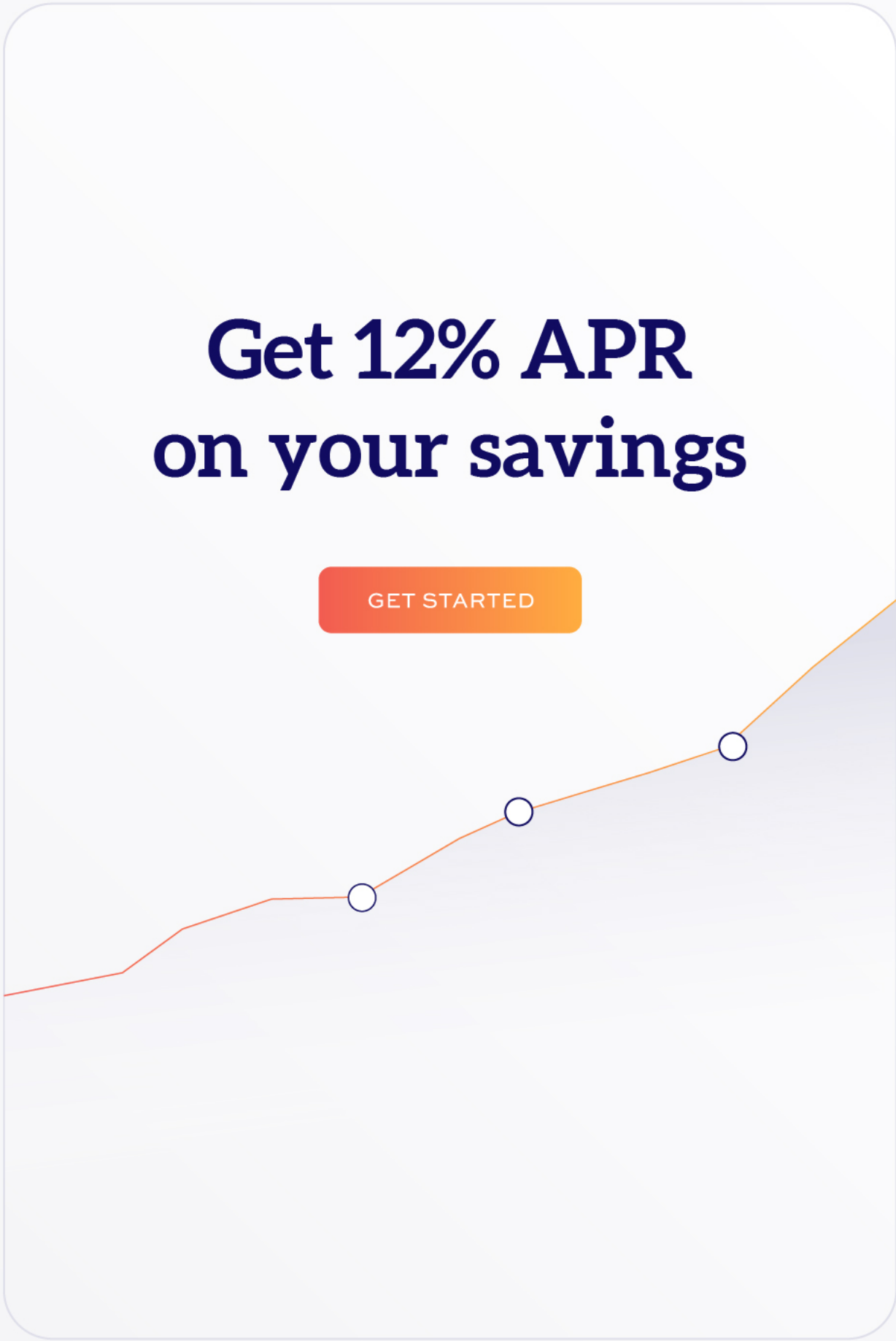
Because Genius is a digital platform photography doesn't do a good job of representing the brand or the product. In order to visually express the brand graphics should be creating using a variety or visual elements.



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.

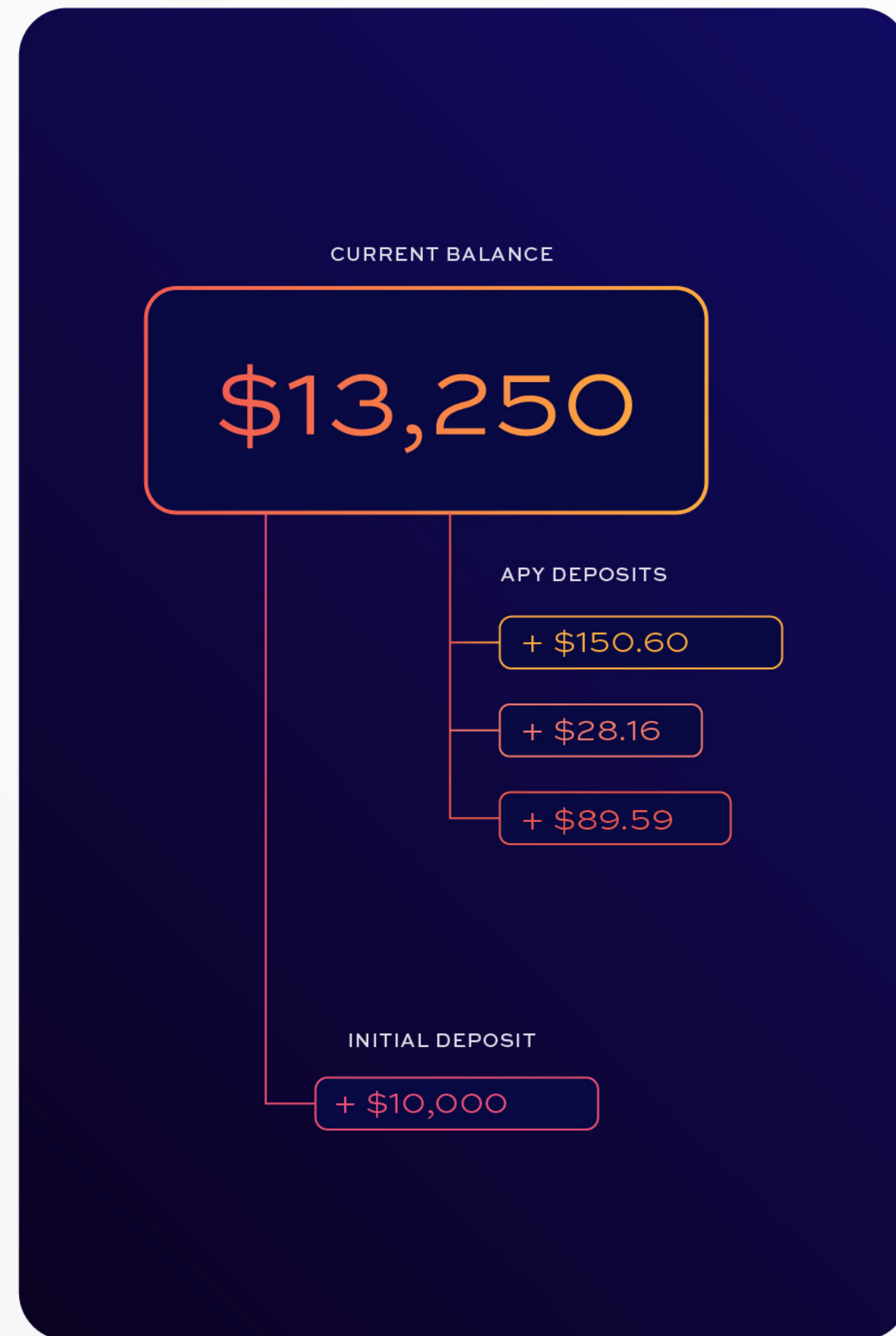
These mockups can show login screens, account savings, charts that map savings over time, and more.



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™