

Orchestrating Intelligent Enterprises

The single reference for Newgen's positioning, messaging, and brand identity.

Brand Guidelines



What's Inside

This guideline is the single reference point for how the Newgen brand is relayed across every touchpoint. The brand book gives precise, consistent direction on our brand assets and our messaging. From digital experiences to printed marketing collaterals and everything in between, ***this is where you start.***

The Positioning

Behind the brand narrative

Who We Are

Mission and vision

Visual Identity

Logo, color, type, and signature motifs

01

The Positioning

Every positioning begins with a reason. Here is ours, and what it means for the people who are the custodians of the brand.



Orchestrating
Intelligent
Enterprises

Newgen orchestrates intelligent enterprises at scale.

At Newgen, we believe the future belongs to intelligent enterprises. We are building a world where AI agents, people, decisions, and business processes work together seamlessly, helping organizations move from fragmented execution to coordinated, outcome-driven operations. This commitment to innovation, customer success, and a strong people-first culture continues to shape everything we do.

Newgen's **orchestration layer** brings together content, communications, people, workflows, and intelligence with end-to-end governance.

4 Pillars of Orchestration

The Newgen**ONE** embeds Agentic AI into the low-code fabric, enabling controlled autonomy and policy-driven decisions.

Each pillar answers a question regulated enterprises ask before putting AI into production.

Agentic AI

Controlled autonomy that acts on behalf of the enterprise, within defined boundaries and approval chains.

Intelligence with Accountability

Intelligent decisions that are explainable, auditable, and aligned with business policy.

AI in Production

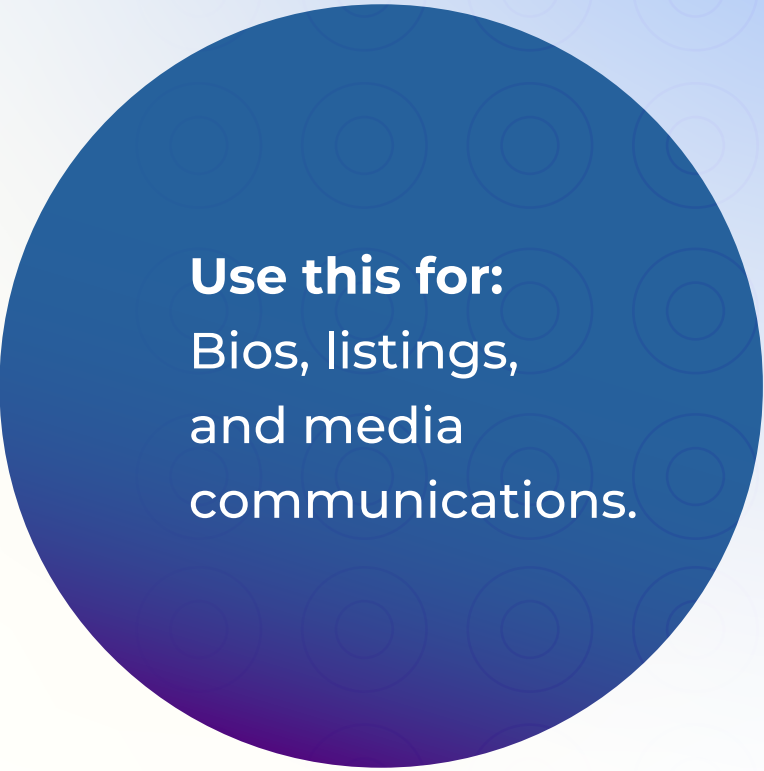
Models that operate inside live workflows, not in experiments. Real execution, real outcomes.

AI Within Enterprise Rules

Governance and compliance embedded into every AI action, ensuring trust at enterprise scale.

How We Describe Ourselves

Newgen Software Orchestrates Intelligent Enterprises at scale. The Newgen**ONE** Platform unifies content, processes, and communications into an orchestration layer where intelligence is embedded into how enterprises operate, with trust, governance, and control built in. Enterprises move beyond fragmented initiatives to continuously adaptive, production-ready operations. Decisions, workflows, and experiences evolve in real time, shaped by context, data, and embedded AI. Trusted by leading organizations worldwide, Newgen defines how modern enterprises operate, intelligently and at scale.



Use this for:
Bios, listings,
and media
communications.

Where to Use the Tagline

Orchestrating Intelligent Enterprises

Orchestrating Intelligent Enterprises

is both the corporate positioning and the tagline. It travels across as follows:

- Sales presentations and pitch decks
- Demo videos, decks, and corporate presentations
- Website and digital user experiences (eg. VR booths, virtual events, etc.)
- Ads and promotional campaigns
- Event branding, booths, and sponsorship assets
- Corporate videos and brand films
- Social media, webinars, and expert-led live sessions
- Recruitment and employer branding assets
- Customer communication and imagery used in media

02

Who We Are

The mission and vision that hold steady beneath the positioning.

Mission

To transform business by innovatively connecting systems, processes, people, and things.

Vision

To be the first choice of every growing business globally, with our cutting-edge products and things.

03

The Visual Identity

The brand elements, including logo, color palette, typeface, and signature motifs.

| The Logo

The logo icon is clean, linear, essential, and strong. It must always be displayed clearly against its background without obstruction.



Our subsidiaries*

- *Newgen Software Technologies Ltd.*
- *Newgen Software Inc.*
- *Newgen Software Technologies Canada Limited*
- *Newgen Software Technologies (UK) Limited*
- *Newgen Software Technologies Pte Ltd.*
- *Newgen Software Technologies Pty Ltd.*

****All of the listed entities use a single logo.***

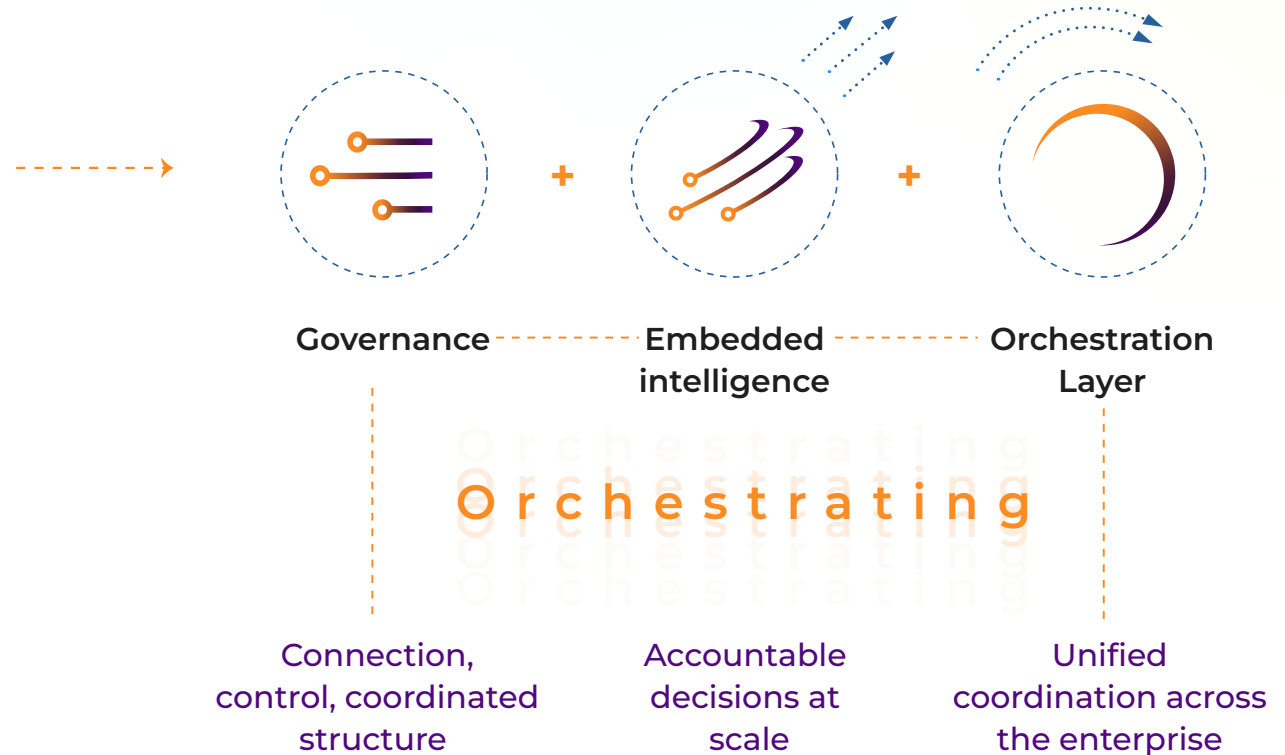
Logo Anatomy



Our logo combines an **emblem** (the icon) and a **logotype** (the wordmark), set in Montserrat. The two work as one unit, with fixed proportions. The relationship between icon and wordmark **must never be altered, redrawn, or recomposed.**

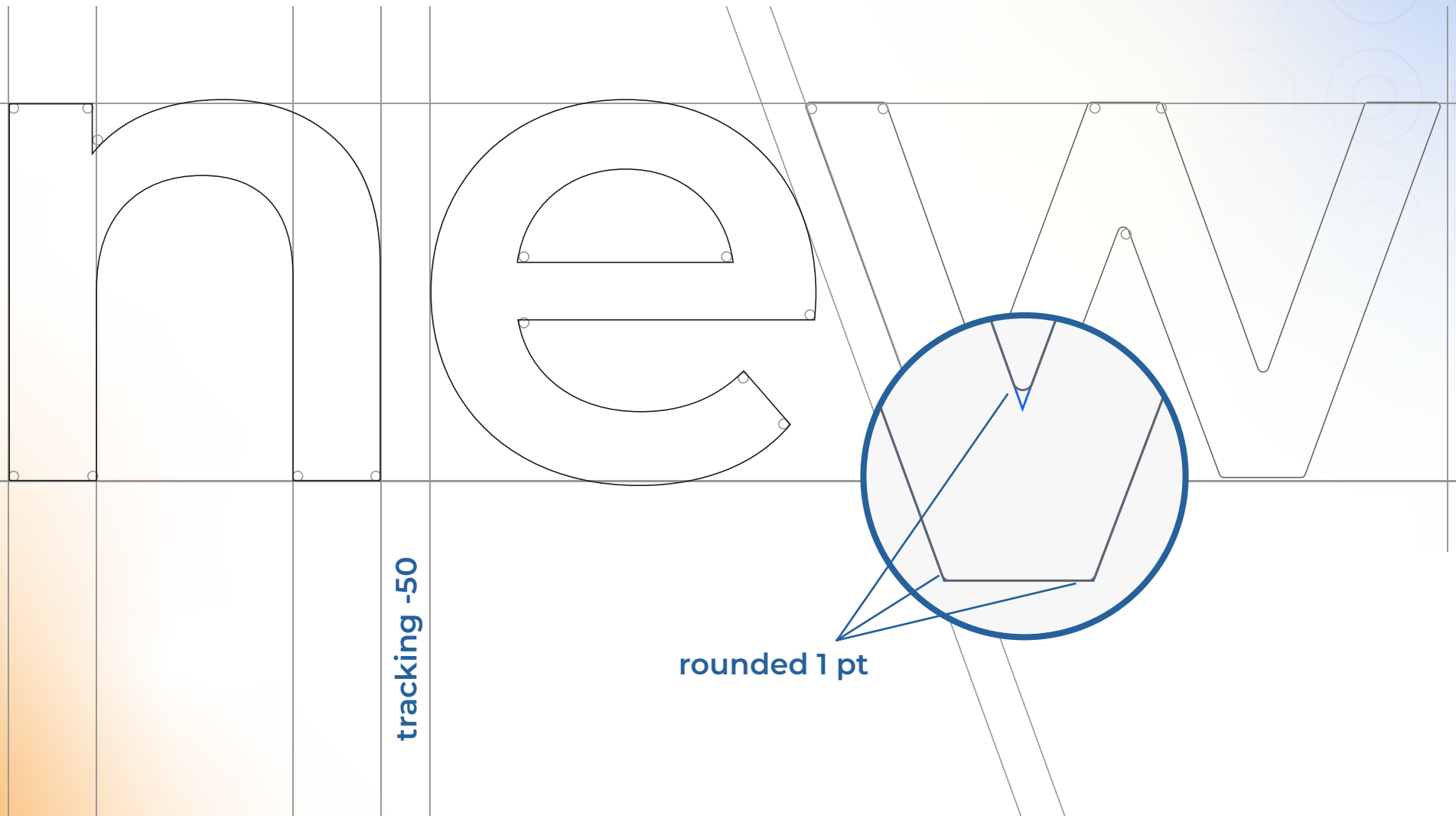
The Logo Icon

Each element reflects a dimension of how Newgen orchestrates intelligent



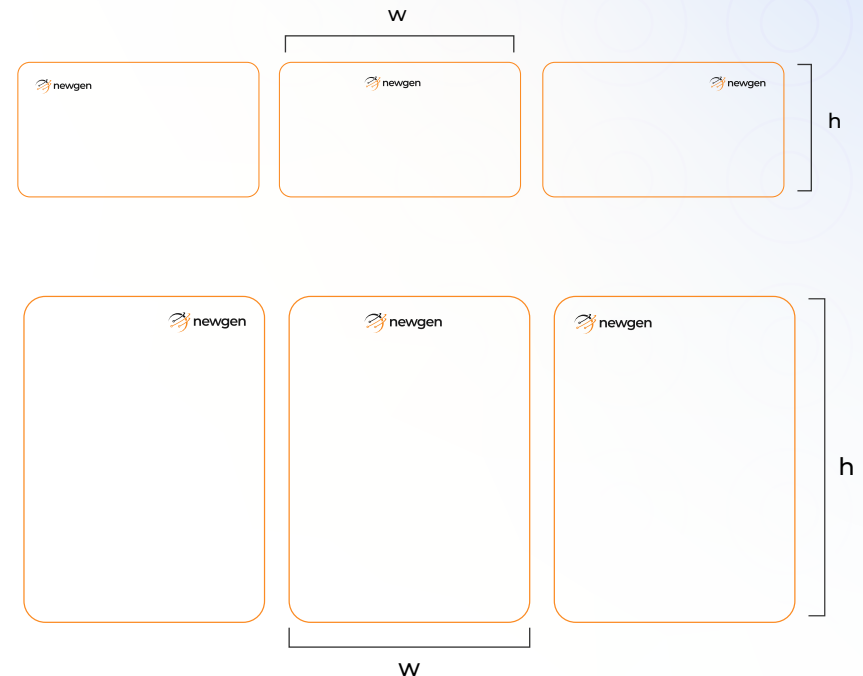
Logo Type

-----> Montserrat Semi Bold



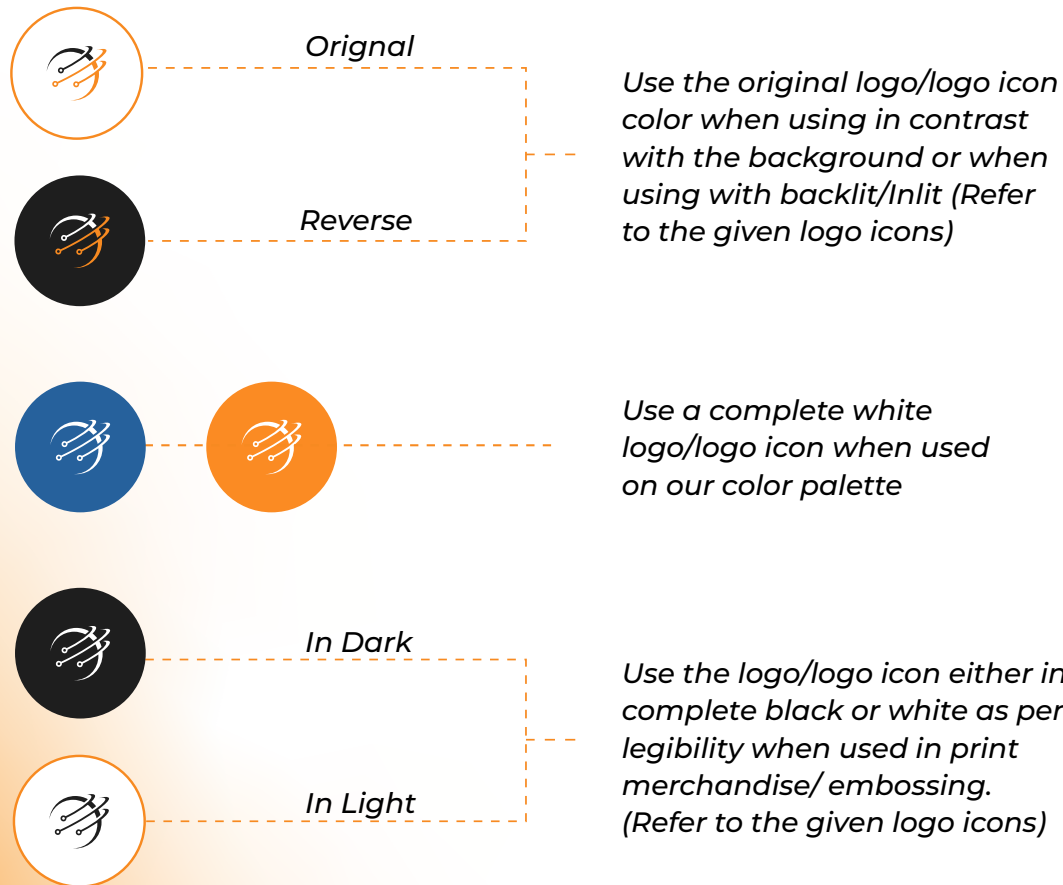
Logo Usage

- For horizontal layouts, the logo is always to be placed in top right, top left or in center as per the content placement.
- For vertical layouts, the logo is always to be placed in top right, top left or in center as per the content placement.
- **Complete logo:** Use the icon and logotype together as a single unit. Maintain the approved placement and proportions, and use only the horizontal and vertical configurations provided in this guide



Prohibited use: NEVER change the placement, positioning, proportions, or relationship between the icon and the logotype beyond the approved logo configurations in the guide.

- **Standalone icon:** Can be used independently only for pre-approved branding activities, merchandise, and other brand assets
- **Color:** The logo may be set in any one of the 3 primary colors whenever used against the contrasting backgrounds
- **Gradient:** The logo/logo icon may be set in any of the 3 provided gradients whenever used against the contrasting backgrounds



Logo

with Tagline

To use logo with tagline, refer to the provided variations against the contrasting backgrounds.



"Orchestrating" in orange reflects the strength behind the positioning.

"Intelligent Enterprises" in blue adds the essence of enterprise-grade credibility.

Together, the colors represent a balance between innovation and enterprise confidence.



The variations shown below are approved alternatives for use on dark, colored, or contrast-sensitive backgrounds for visibility, legibility, and brand consistency.

How to Use the Tagline with Logo

Orchestrating Intelligent Enterprises

- Place the tagline alongside the logo in visual communications, such as videos, presentations, and marketing assets using a separator ‘ | ’ to clearly distinguish the two elements
- Use the tagline independently when it complements the layout and communication objective. The tagline need not always be placed alongside the logo

Optional Usage

Prioritize **readability, visual balance, and user experience** when determining tagline placement across:

- *Merchandise and event materials*
- *Print advertisements*
- *Event giveaways*
- *Signage and environmental branding*

Exceptions

Avoid featuring the logo-tagline in long-form digital assets, including eBooks, white papers, case studies, reports, and brochures, if the boilerplate already exists

Place the tagline under the logo when the video is vertical (9:16 aspect ratio)

Avoid using the tagline for advertisement banners

Summarizing Logo Usage

Where to Use the Complete Logo,
Logo with Tagline, and Tagline Alone

Standalone Icon

Can be used independently where the space constraints limit the use of the full logo. Limited to pre-approved branding applications, merchandise, and brand assets requiring a minimal brand footprint.

Examples: Caps, mugs, event giveaways, favicons, and social media profile icons

Logo with Tagline

Keep the tagline alongside the logo wherever appropriate for the format and layout. Separate the two elements using a vertical divider (|) to maintain clarity and visual balance.

Examples: Corporate presentations, larger giftings like tote bags, trolley bags, event branding, marketing campaigns, advertisements, video outros, signage, and corporate communication assets

Tagline Alone

Avoid using the the tagline for branding purpose if it doesn't accompany the logo.

One exception to the rule: "Orchestrating Intelligent Enterprises" to be used only if treated as part of positioning.

Original Placement



Vertical Placement (as per the required layout)



Logo Margins & Placements

- Logo must have clear space on all margins equal to the height or width of two "n" placed on top of each other.

Clear Space & Margins



Vertical



Logo Sizes

- Some standard sizes are provided here for print and digital media.

For Social Media



Min: 140 px

For Print Media



Min: 25mm

- For any digital media the minimum logo size needs to be of 140 px
- For any print media the minimum logo size needs to be of 25mm
- Scale the logo size by 20% as per the size of creative/media

Logo Misuse

- Some standard sizes are provided here for print and digital media.



DO NOT change the color of the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo arrangement



DO NOT apply dropshadow to the logo



DO NOT lighten the logo



DO NOT rotate the logo to any direction



Compromised legibility



Usage of patches



Busy backgrounds



Overlapping of logo

| Typography

Primary Typeface

Montserrat is the primary typeface for all the traditional media and communications. The typeface has been customized to create a friendly personality with a slight rounding without losing the elegance of the solid semi bold type face in.

Secondary Typeface

Secondary fonts can be used for documents, brochures, advertisements, webpages, and other collaterals across media and divisions as required.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

the quick brown fox jumps over the lazy dog

jackdaws love my big sphinx of quartz

mix Zapf with Veljović and get quirky Béziers

Aa

Lato

Sans Serif

Calibri

Sans Serif

Aptos

Sans Serif

Will be used as fallback font
for presentations

Brand Color Palette

A brand's color palette conveys emotions, reinforces brand identity, and strengthens recognition. Consistent usage of colors across branding opportunities further reinforces the brand.

Primary Color Palette

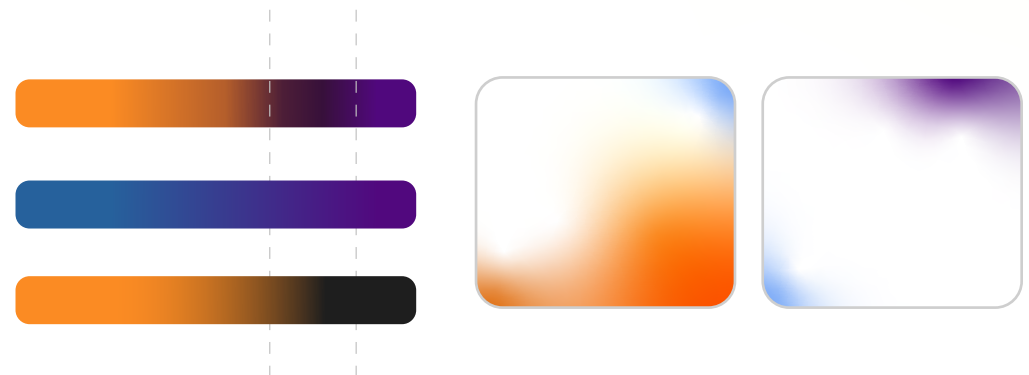
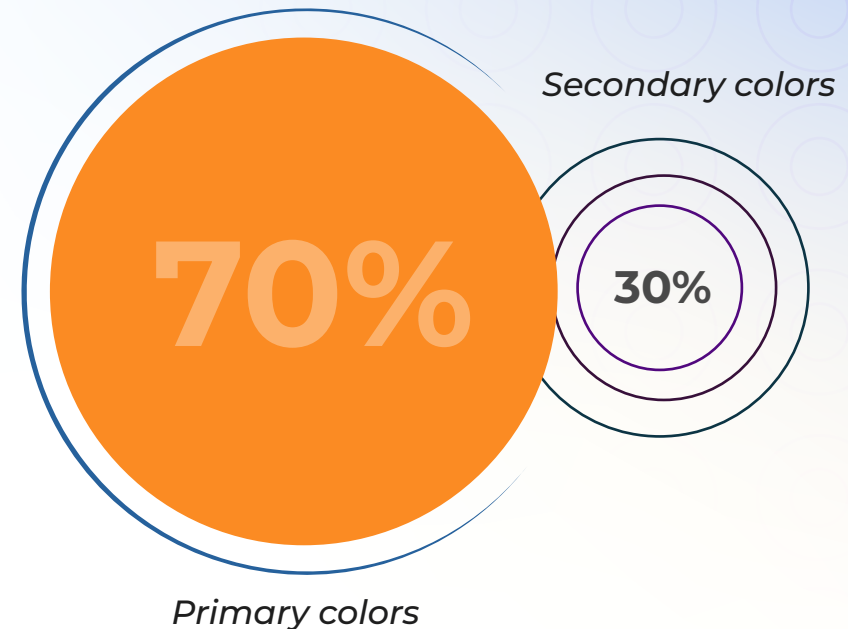
Our external brand communications will prominently adhere to the primary color palette.

Secondary Color Palette

The secondary palette can lead only in internal communications. For external work, it is reserved for image overlays, bullet points, design elements, and event branding on prior approval.

Gradients

Gradients anchored dominantly with primary colours transitioning into secondary palette may be used. Refer to the similar styles.



Primary Color Palette

Our primary palette embodies the very essence of the brand.

Flame Orange

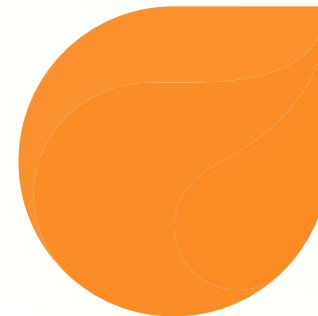
signifies our dynamic and passionate approach to innovation and trust

Charcoal grey

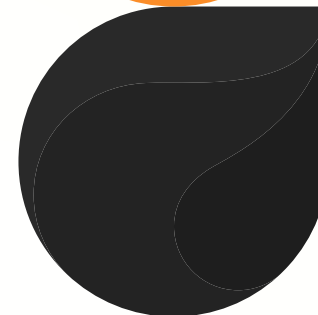
represents our professionalism, reliability, and enduring excellence

Lapis Lazuli

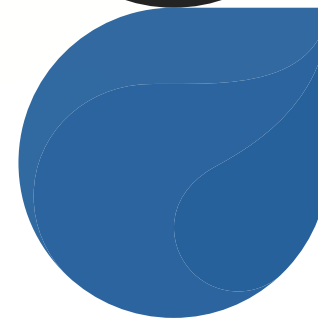
embodies our commitment to our depth of knowledge and exploration



CMYK 0 / 45 / 86 / 2
RGB 251 / 139 / 35
HEX #FB8B23



CMYK 72 / 66 / 75 / 65
RGB 30 / 30 / 30
HEX #1e1e1e



CMYK 90 / 64 / 13 / 1
RGB 38 / 97 / 156
HEX #26619c

Secondary Color Palette

These colors support our primary palette.

Dark Teal

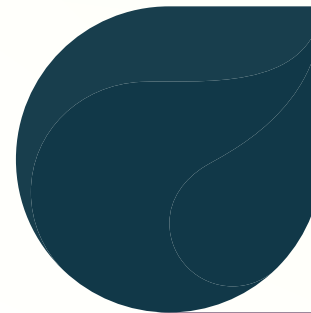
represents a balance of calmness and change, making it a color associated with growth and positive transformation

Purple

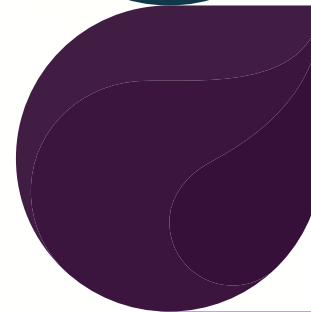
symbolizes leadership and creativity further highlighting our expertise and innovation

Indigo

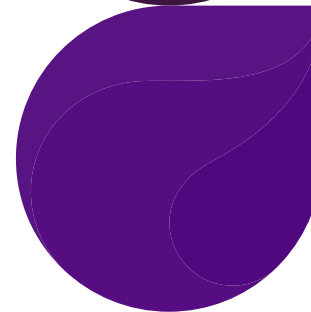
is a color that is rooted in integrity and honesty



CMYK 94 / 69 / 51 / 48
RGB 12 / 52 / 68
HEX #0C3444



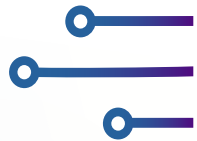
CMYK 75 / 95 / 43 / 54
RGB 55 / 16 / 58
HEX #37103A



CMYK 83 / 100 / 14 / 9
RGB 81 / 8 / 126
HEX #51087E

Branding Elements and Signature Motifs

A look at the visual and content guidelines that define our brand across all marketing communications, including events, social media, eBooks, whitepapers, case studies, brochures, and presentation decks.



Linear Node Represents Governance. It should be used in collaterals where the brand shows connection, structure, and control.

Usage example:
Customer meets and networking events



Newgen Arc Symbolizes the Orchestration Layer. It can be used across collaterals that talk of orchestration, unification, coordination, and transformation.

Usage example:
Thought-leadership and knowledge-sharing content pieces, including case studies, eBooks, whitepapers, and webinars.



Curvilinear Node Signifies Embedded Intelligence. It can be used in collaterals where the brand promotes our solutions and offerings.

Usage example:
Pitch decks, sales brochures, solution-based social media promotional posts



Rings It can be used as a separator or to create design layouts and patterns.

Usage example:
Align it to the design requirement

Illustrations, Vector **and** Icons

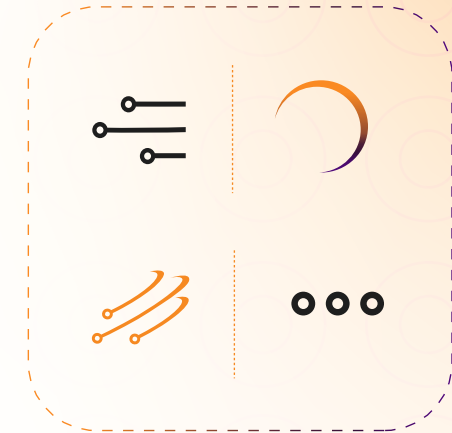
Adhere to these design and imagery principles to maintain a simple, minimal, cohesive and recognizable brand identity.



Thin line icons will be used across brand creatives, including presentation decks, diagrams, infographics, and website icons



When using vectors, prioritise smart and clean vector files with subtle colours for a more professional look. Avoid using characters with disproportionate body sizes



Branding elements can be used for visual representation (for designing only)

Examples



Rings used as balancing elements

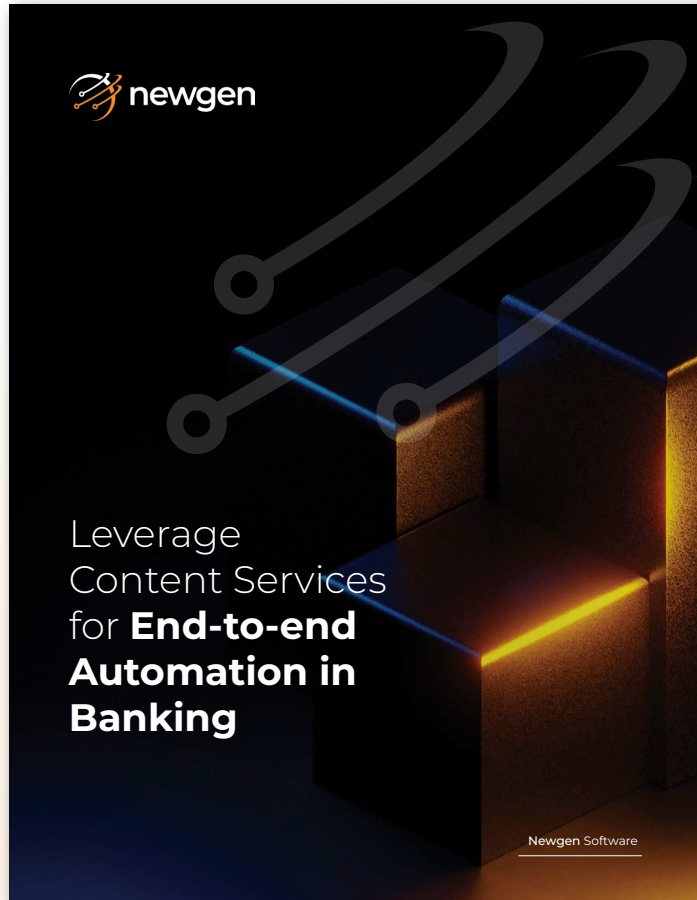
Rings used as separators

Rings used as a shape and background pattern



Samples





Curvilinear Nodes

The End-to-end Automation Question, and, the Content Problem

Banks globally are in the midst of a perfect storm of disruptive transformation: rapidly shifting consumer behaviors, the neo-banking onslaught, increasingly dynamic regulatory environment, and the constant pressure on banks to tap new business models and create an integrated banking ecosystem.

Banks have put their bets on automation, but more often than not, while automation answered some questions, it has raised even more as desirable outcomes remain elusive amidst automation gaps.

Tailored user experiences and integrations with essential enterprise applications and productivity suites put content squarely into the modern digital workplace.¹

Forrester Research

You must automate end-to-end. But, how?

That leads us directly to the problem of content sprawl. If you don't leverage it, you'll get subsumed by it.

The challenge associated with content sprawl is not only about operational capacity to manage content. It is also about having to deal with rapidly shifting composition of the content-pie. Consumers and partners have already moved on from paper documents to digital documents, images, and video clips. Ability to tackle increasingly diverse and voluminous content will be decisive in the success of your automation efforts.



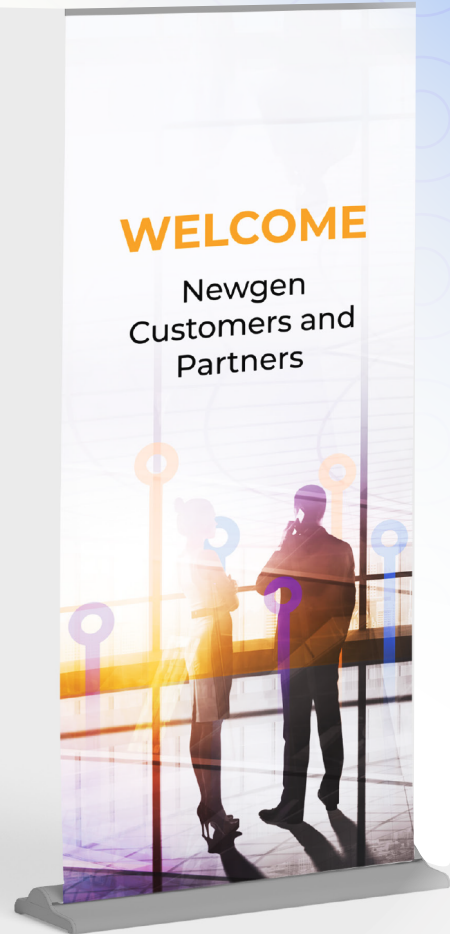
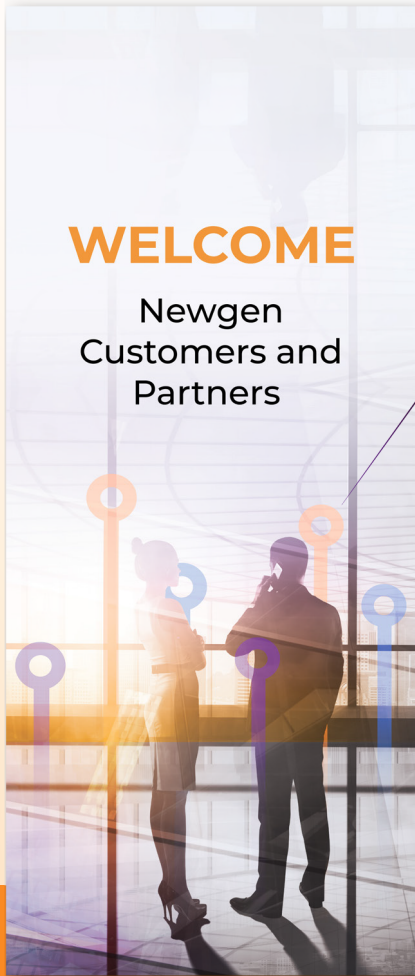
Newgen Arc used as a shape

Linear Nodes



Social Media Banners

Linear Node as a design element



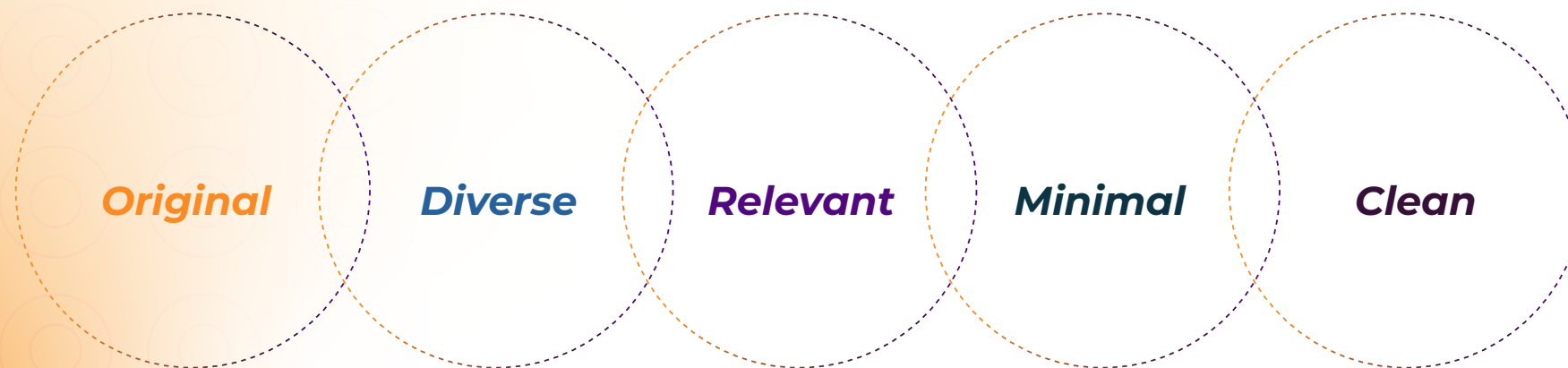
Event Branding

| Imagery

Images tell stories and serve a bigger purpose than just words.

Image Usage Guidelines:

- Choose high-resolution images for professional and polished representation. Avoid pixelated or blurry images. *Minimum resolution required: Digital-600 x 1067 px, Print-150 to 300 dpi*
- Maintain a design theme (consistent style and color palette) across visuals
- Select images that appear natural and show relevant connections to the subject
- *Refrain from using repetitive/similar images – for example: all images that show an umbrella when describing insurance-related solutions*



Categories



People



Abstract



Workspace



Vertical Specific



Technology

People

Dos

- Showcase diverse backgrounds, cultures, and perspectives
- Use authentic and natural-looking imagery
- Capture genuine interactions and human connections
- Select images that are relevant to the message and context



Don't s

- Avoid using stereotypical representations
- Avoid using overly staged or artificial imagery
- Avoid using unrealistic, or low-quality imagery



Diverse

Workspaces

Dos

- Showcase clean and well-organized workspaces
- Feature professional environments that feel authentic and productive
- Use compositions that keep the focus on people, collaboration, and work



Don't s

- Avoid cluttered desks and overcrowded backgrounds
- Avoid visual elements that distract from the primary subject or message

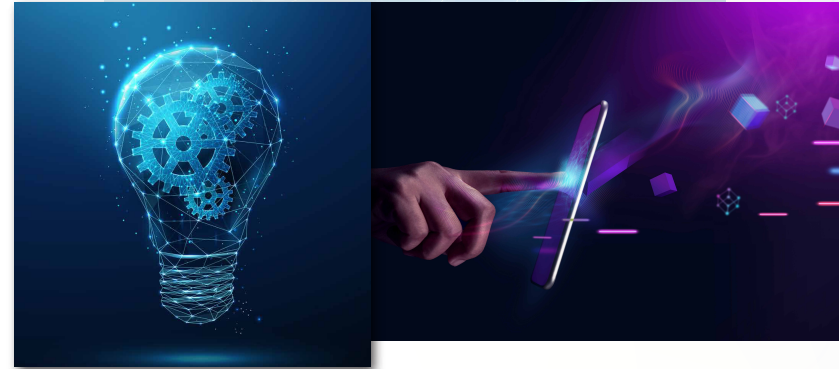


Clean

Technology

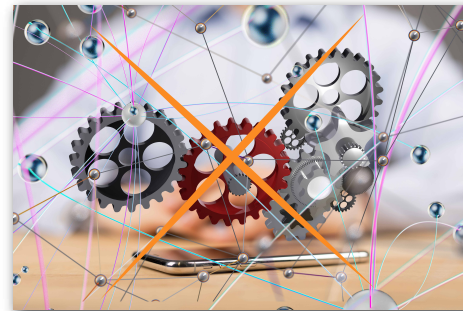
Dos

- Use modern and future-focused technology imagery
- Highlight innovation through relevant and purposeful visuals
- Maintain a clean, original, and premium visual style



Don't s

- Avoid generic tech clichés and overused stock visuals
- Avoid complex or distracting digital effects



Original

Vertical-specific

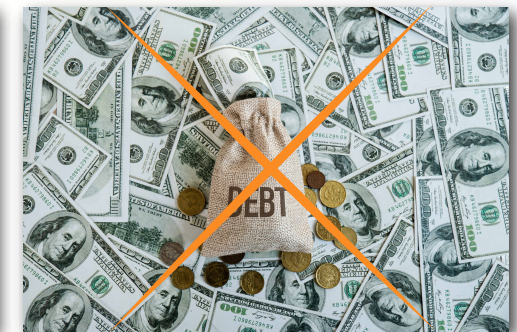
Dos

- Reflect the realities of the industry being represented
- Showcase authentic people, environments, and business interactions
- Align imagery with the audience, use case, and industry context



Don't s

- Avoid generic visuals
- Avoid imagery that lacks a clear connection to the subject matter or misleading



Relevant

| Co-branding

Our brand should always stand out even when alongside other brands' logos.

Maximum size of a partner logo

- The maximum size of a partner logo should not exceed the size of Newgen's logo
- The width of the Newgen logo should always be greater than or equal to that of a partner logo depending upon the brand
- Keep the logo on **top right if we are priming**, in case of subbing we can keep the logo on top left
- Follow the clear spaces and margin guidelines for all co-branding cases
- In case of using the logo side by side of the partner logo, the clear space should be minimum - 3 'n's of newgen logo

Horizontal Logo



Vertical



| Video Guidelines

Video Production and Editing Guidelines

Video guidelines establish a consistent visual language and storytelling approach across all brand-led video content. They ensure every video reflects Newgen's brand identity through cohesive use of motion, filming standards, typography, audio, transitions, and production quality. By adhering to these guidelines, teams can create engaging, recognizable, and high-impact video experiences that communicate the brand story with clarity, consistency, and purpose.

Dos

- ✓ Maintain clean layouts
- ✓ Apply consistent spacing
- ✓ Ensure high-contrast readability
- ✓ Use premium stock imagery
- ✓ Add smooth easing animations

Core Branding Theme (Keywords for Stock Footage)

- Enterprise-grade
- Intelligent
- Future-ready
- Human-centric
- Trusted
- Innovative

Don'ts

- ⊘ Avoid excessive effects
- ⊘ Avoid random animations
- ⊘ Avoid multiple font sizes
- ⊘ Avoid linear animations

Filming Guidelines

On-camera Appearance

Dos

- Wear solid-colored clothing
- Prefer business casual or formal

Don'ts

- Avoid stripes
- Avoid loud patterns
- Avoid reflective accessories



Pre-shoot Checklist

- Keep adequate headroom
- Maintain consistent eyeline
- Choose a corporate environment
- Remove any background distractions
- Avoid cluttered spaces
- Review the frame before shoot
- Remove distracting objects & personal items

Technical Standards

Video Resolution

Preferred (Master Recording)

3840 × 2160 (4K UHD)

Advantages

- Future-proof content
- Better reframing flexibility
- Higher-quality exports
- Improved stabilization options

Minimum Acceptable

1920 × 1080 (Full HD)

Recommended Use Cases

- Equipment Limitations exist
- Supports quick-turnaround internal content

Not Acceptable

1280 × 720 or lower (HD or SD)

Downside

- Lower Footage Quality
- Limited Upscaling Capability (Exception: Webinar Recordings)

Video Aspect Ratios



File Format Standards

Supported Video/Audio Codecs

- MP4 (H.264), MOV (if using Alpha) 25/30 Fps
- AAC, Mp3, Wav 320 kbps, 48kHz

Do's

- Export without compression artifacts
- Maintain original frame rate
- Retain full audio quality

Don'ts

- Avoid exporting master files in low-bitrate MP4
- Avoid upscaling low-resolution footage

Chroma Shoot Guidelines



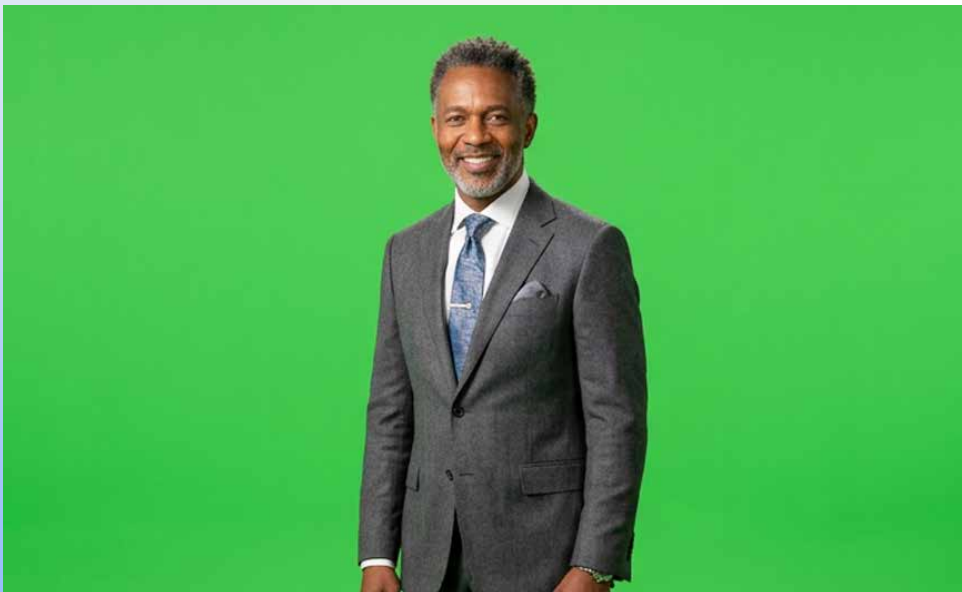
Dos

- Maintain even lighting
- Ensure clean hair silhouette



Don't's

- Avoid hard shadows
- Avoid green-colored clothing or accessories
- Avoid fuzzy or flyaway hair

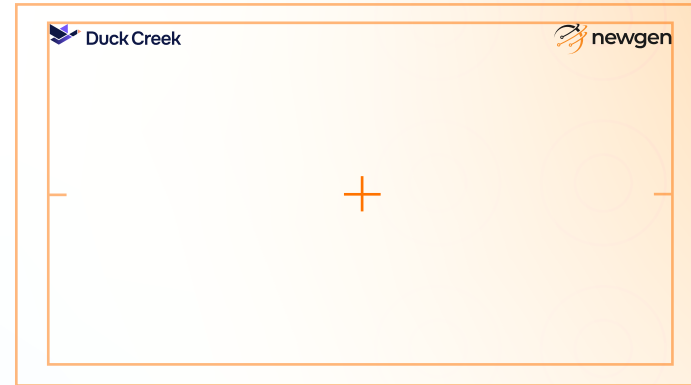


Ideal Logo Usage

Logo Placement in Safe Frame



Logo Placement with Partner



Logo Placement on Dark vs Light Frames



Lower Thirds & On-screen Text

Titles should be clean and Visible on the Video Footage. Refer to some samples below.

- Keep titles clean and legible
- Maintain sufficient contrast against the background
- Ensure titles remain visible across devices and formats
- Follow approved typography standards



Video Transitions

Transitions should be clean and Subtle, Refer to some sample transition styles below



Diagonal Wipe



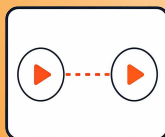
Fade In / Out



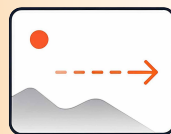
Blur Transition



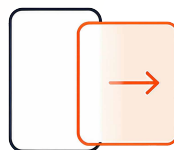
Dissolve



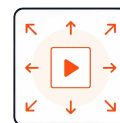
Match Cut



Camera Pan



Swipe



Dissolve

Motion Principles

Motion Personality

Keep motion purposeful, precise, and professional.

Logo & Brand Asset Animation

Keep logo recognizable. Maintain brand integrity. Avoid distortion, stretching, or rotation.

Easing Standards

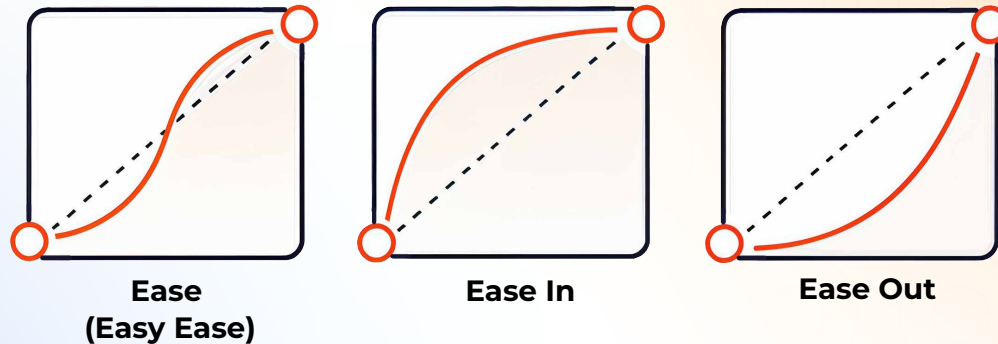
Use Easy Ease and Ease In/Out. Avoid excessive bounce and linear motion.

Typography Animation

Use fade up, stagger reveal, mask reveal, and subtle tracking animation. Avoid flashy text effects.

Icon & Graphic Motion

Maintain consistent speed, easing, and subtle secondary motion.



When in Doubt, Ask Us . . .

A positioning lives in conversations more than documents. If you are unsure how to apply the messaging to a specific asset/piece, which logo to use, or how to use it in your communication,

feel free to reach out to

[*brand.team@newgensoft.com*](mailto:brand.team@newgensoft.com)

