



Brand Guidelines

This guideline has been crafted to serve as a comprehensive resource for Newgen employees and partners. The purpose is to minimize ambiguity and provide precise guidance on the use of branded assets. In essence, it serves as the singular reference point for all brand and marketing guidelines for both Newgen employees and our valued partners.

UNLOCK SIMPLE

Oct, 2023

Newgen



Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

Mission

*We transform businesses
by innovatively connecting
systems, processes,
people, and things*

Vision

*To be the first choice of
every growing business
globally, with our
cutting-edge*

Logo



The logo icon is clean, linear, essential, strong, and depicts the values of the brand. It is important that the logo is displayed clearly against the background and without obstruction.

Newgen brand stands for customer-centricity, friendliness, and modernism. It reinforces our mission, i.e., to transform businesses by innovatively connecting systems, processes, people, and things. Newgen brand conveys agility, transformation, and progress.

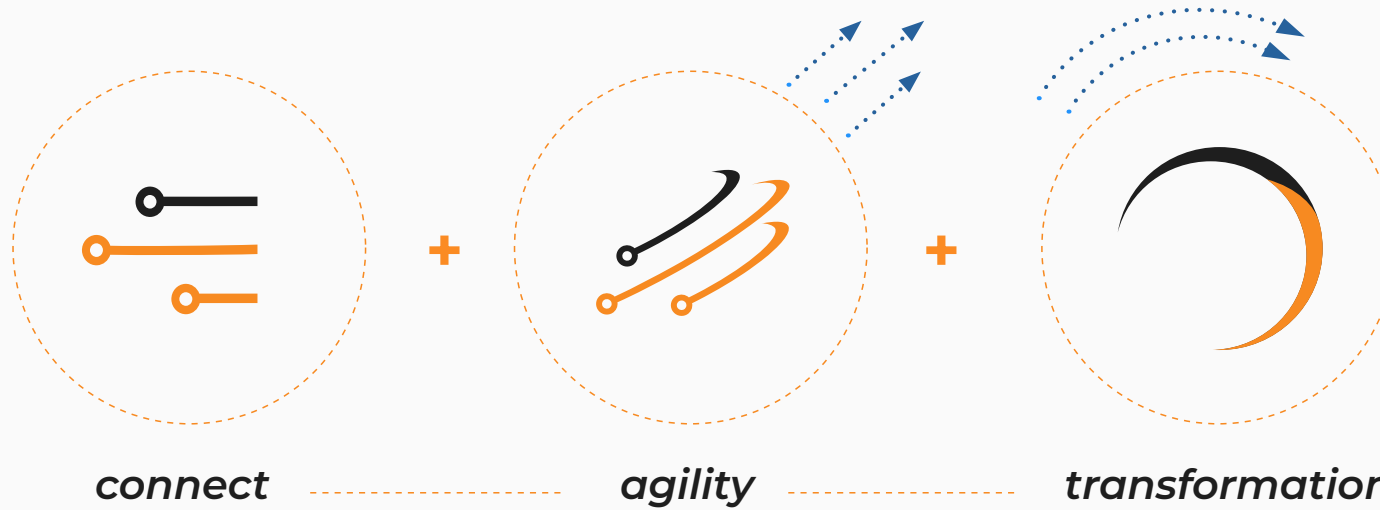


Our subsidiaries

- 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 Rationale



U n l o c k i n g U n l o c k i n g U n l o c k i n g

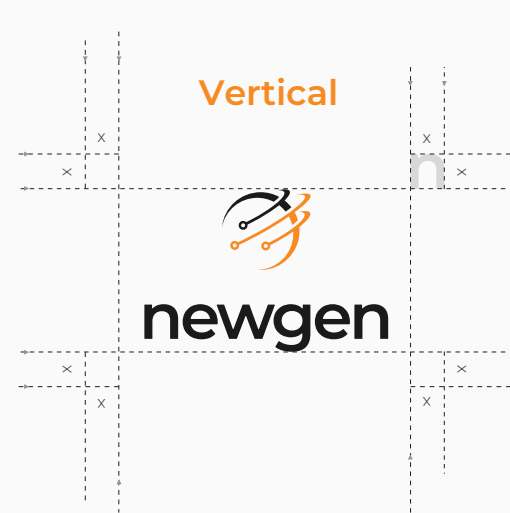
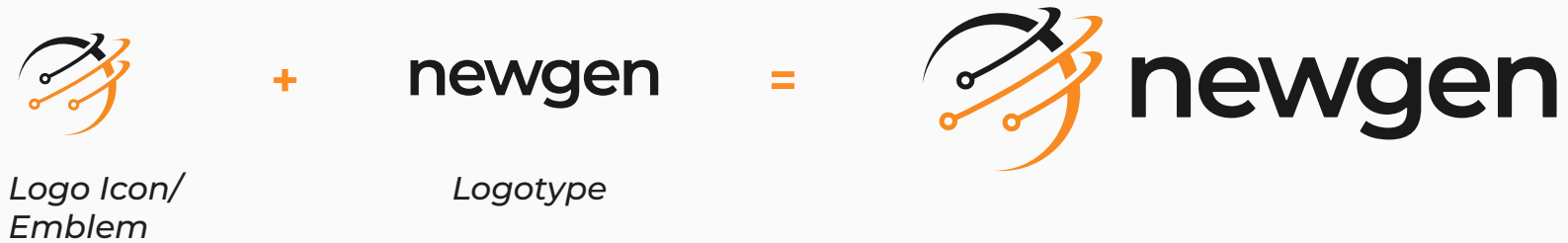
Seamless
Customer Journeys

Adaptability and
Responsiveness

Business
Innovation

Logo Anatomy

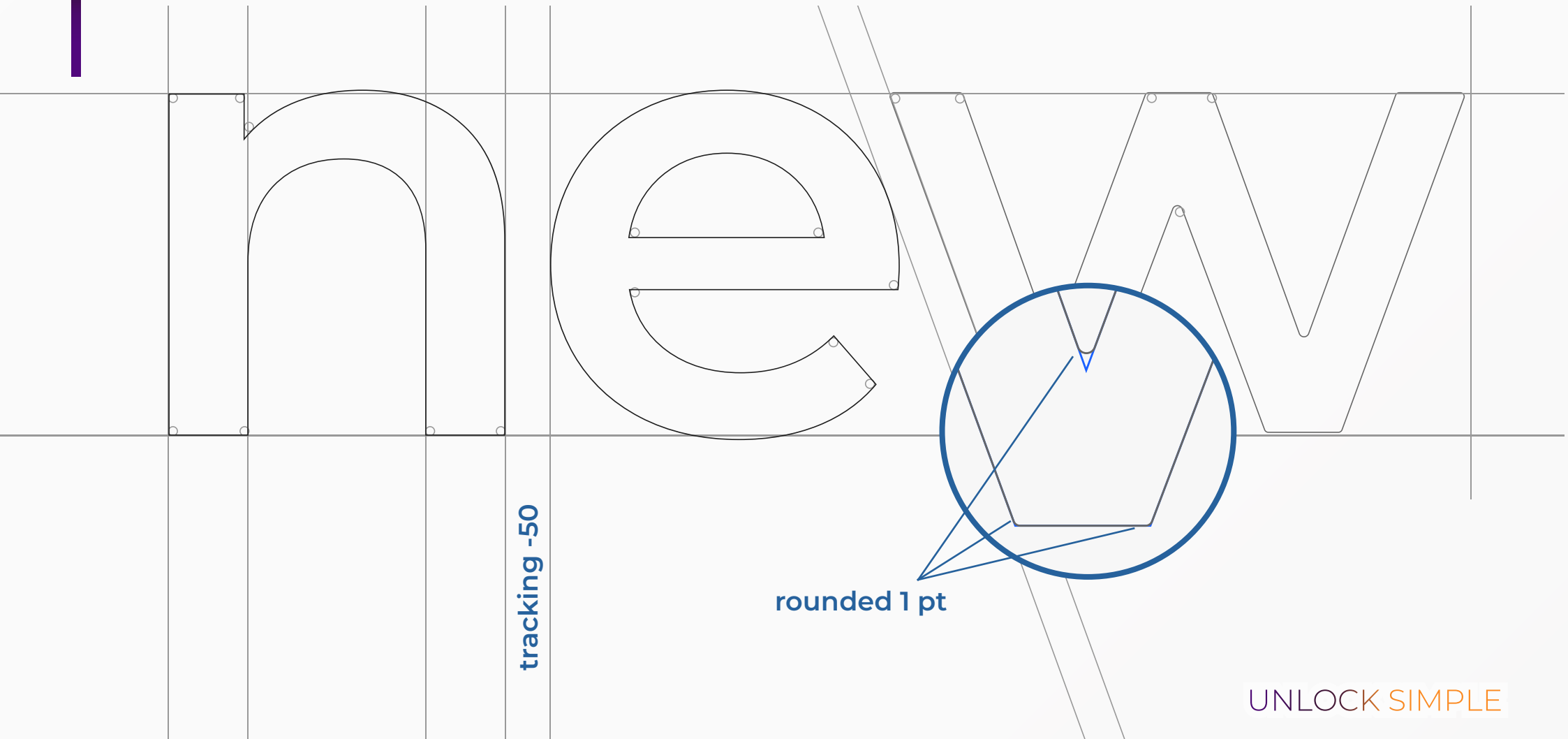
Our logo is a combination of an emblem/icon and a logotype. The logotype is created using the Montserrat typeface that aligns with our brand's classic timeless elegance and modernity.



LogoType



Montserrat Semi Bold



Typeface



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.

Aa

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 Béziars

Logo Usage



- **Standalone Logo Icon/Emblem Usage:** The logo icon/emblem may be used standalone solely for *internal communications*
 - **Complete Logo Usage:** For external communications and branding standards, the logo icon/emblem must always be accompanied by the complete logo
- Exceptions to the above include – embossing logos for gifts/merchandise, end screen of videos, cutouts/booths in events*
- **Prohibited Use:** Usage of the logotype (text-only logo) alone is strictly **NOT ALLOWED** in any context



Original



Reverse

Use the original logo/logo icon colour when using in contrast with the background or when using with backlit/Inlit (Refer to the given logo icons)



Use a complete white logo/logo icon when used on our colour palette



In Dark



In Light

Use the logo either in complete black or white as per legibility when used in print merchandise/embossing. (Refer to the given logo icons)

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

Samples



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Logo Misuse



DO NOT change the colour 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

Brand Colour Palette



A brand's color palette is crucial, as it conveys emotions, reinforces brand identity, and aids recognition. Consistent usage of colors across branding opportunities further reinforces the brand.

Primary Color Palette

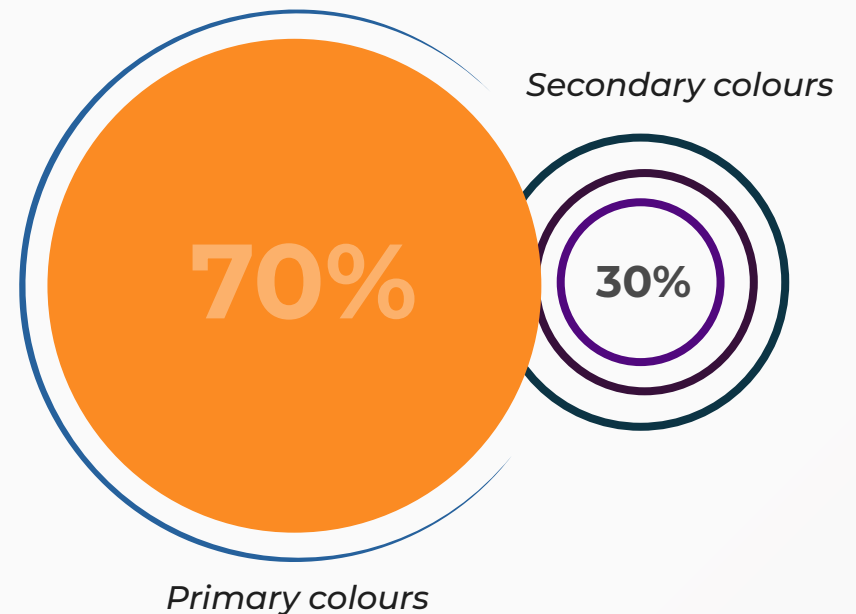
Our external brand communications will prominently adhere to the primary color palette. Secondary colors will be utilized to enhance and complement the primary palette

Secondary Color Palette

Can be used prominently only in internal communications. In external communication, secondary palette can be used for image overlays, bullet points, design elements, and branding in events

Gradient

Can be used in all communications as per the creative requirement with flame orange (**HEX: #26619c**)





Primary Color Palette

Our primary palette embodies the very essence of the brand.

Flame Orange

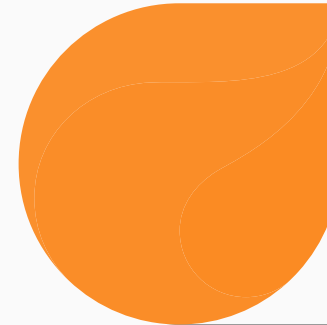
signifies our dynamic and passionate approach to innovation and trust

Charcoal grey

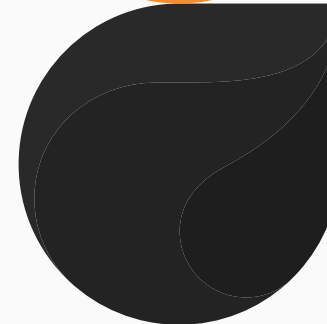
represents our professionalism, reliability, and enduring excellence

Lapis Lazuli

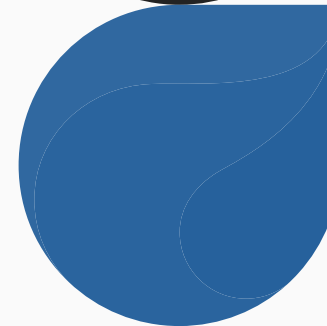
embodies our commitment to our depth of knowledge and exploration



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

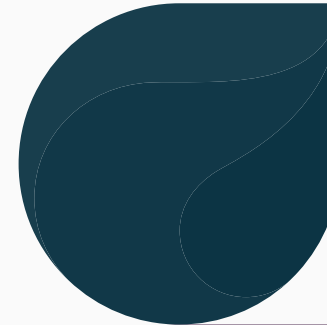
represents a balance of calmness and change, making it a color associated with growth and positive transformation

Purple

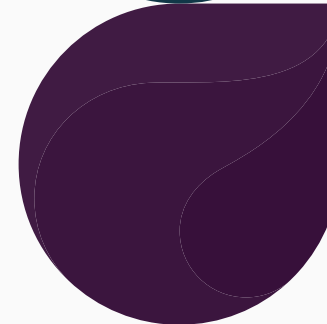
symbolizes leadership and creativity further highlighting our expertise and innovation

Indigo

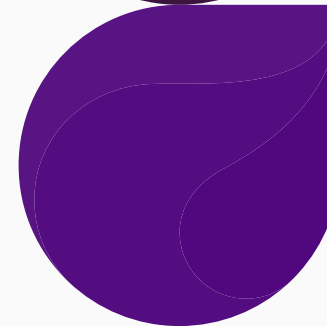
is a color that is rooted in integrity and honesty



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



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

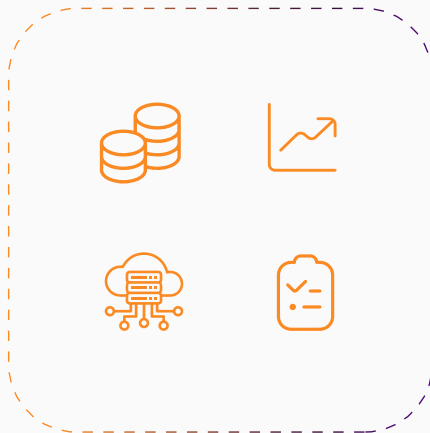


CMYK 83 / 100 / 14 / 9
RGB 81 / 8 / 126
HEX #51087E

Design Language & Illustrations



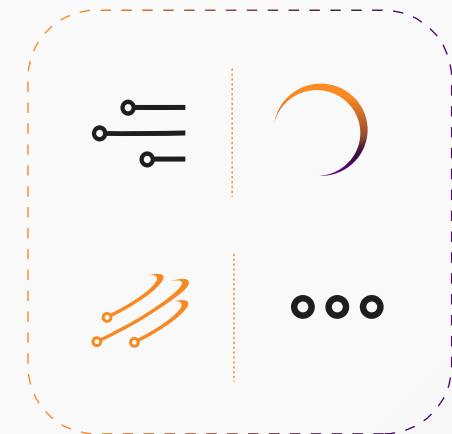
Adhere to these design and imagery principles to maintain a simple, minimal, cohesive and recognizable brand identity.



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



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

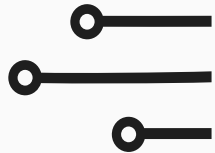


Branding elements can be used for visual representation (for designing only)

Branding elements



A look at the visual and content guidelines that define our brand across all content formats - social media, whitepapers, brochures, presentations, case studies, and eBooks, among others.



Linear Node depicts the connect element. It should be used in collaterals where the brand shows connection, networking and synergy

Usage example:
Customer meets and networking events



Newgen Arc depicts a transformation element. It can be used across collaterals that talk of transformation and automation

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



Curvilinear Node depicts the agility element. It can be used in collaterals where the brand promotes our solutions and offerings

Usage example: Pitch deck, sales brochure, solution-based social media posts



Rings will be used as a separator or to create design layouts & patterns

As per design requirement

Examples



Rings used
as a shape and
background pattern



Rings used
as balancing
elements

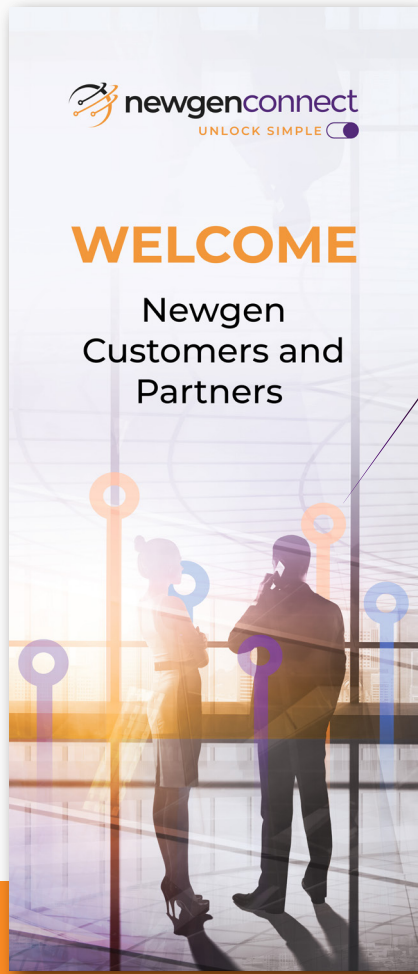
Rings used
as seperators



eBook

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Linear Node as a design element



Event Branding

Linear Nodes



Newgen Arc used as a shape



Social Media Banners



Leverage Content Services for **End-to-end Automation in Banking**

Newgen Software

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.

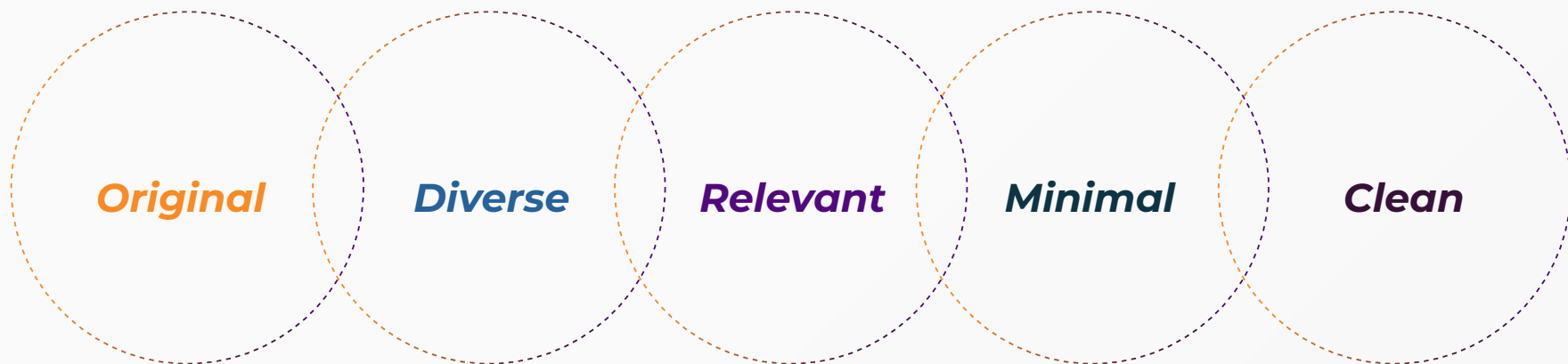
Imagery



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

Image Usage Guidelines:

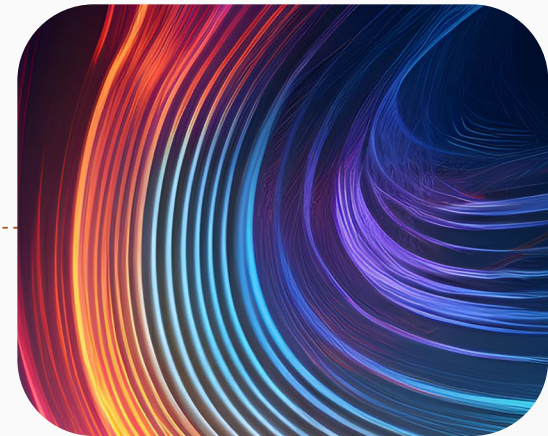
- Choose high-resolution images for professional and polished representation. Avoid pixelated or blurry images. **Minimum resolution required: Digital-600 x 1067 px, Print-150 to 300 dpi**
- Maintain a design theme (consistent style and color palette) across visuals
- Select images that appear natural 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

- Images of people should reflect diversity and inclusivity (various backgrounds, ages, ethnicities)
- Portray relevant emotions and interactions pertaining to the subject

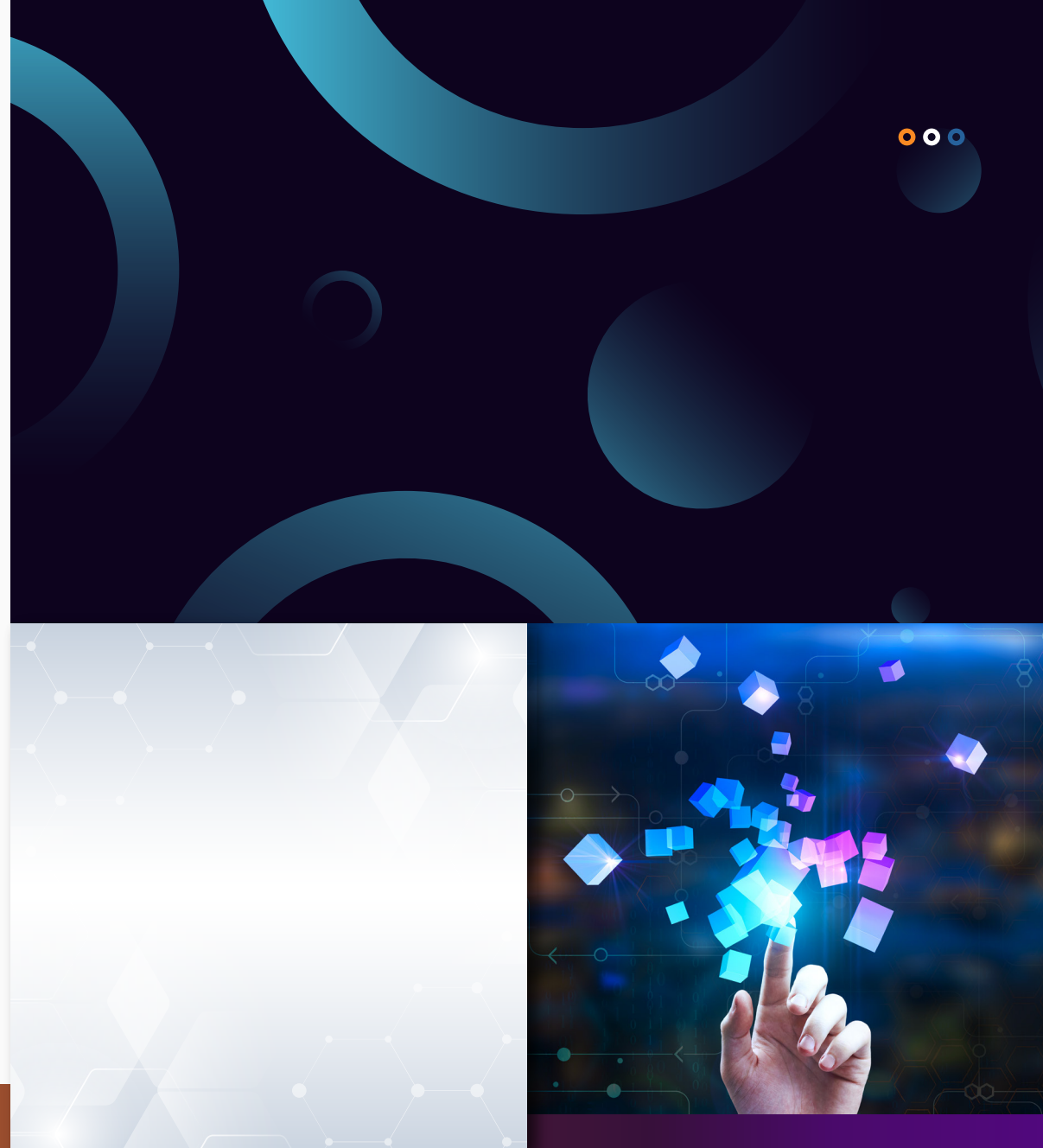


Diverse

Abstract

- Use abstract images that are relevant to the brand or content
- Abstract images should enhance understanding without feeling disconnected

Minimal



Workspaces

- Use images of workspaces that have a clean and organized background
- The workspace should align with a professional and productive environment
- Avoid overly complicated office settings that appear cluttered and chaotic



Clean

Technology

Incorporate relevant images that showcase technology/digital in action.



Original

Vertical-specific

- Tailor images to specific industries or sectors, such as banking, insurance, government, shared service, and healthcare
- Ensure that the images align with the context and values of the respective industry
- Avoid generic or unrelated visuals when representing vertical-specific content



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 - 3 'n's of newgen logo

Horizontal Logo



Vertical

