All the brand elements you need in one place

At Genesys, we like to say that we work the way you think. If you’re here looking for elements of our branding to use for your own needs, you’ve come to the right place. This page should help you represent the Genesys brand the right way, the way you want to.

Be nice to our logo!

Of course we have rules about how to use our logo, but they’re pretty straightforward. Where “X” equals the height of a letter, that’s the minimum amount of clear space you’ll want to have around it. Comprised of two elements, the symbol and the logotype, our logo should always be horizontal.

The official colors of great CX

Warm Red (don’t call it orange!), Plum, and Charcoal are represented here proportionally. This should give you a good idea of how we tend to use them in layout. Sometimes, we change it up, but generally speaking these are our colors and how much of each we use.

(You’re) just our type

Given our use of artificial intelligence, it should come as no surprise that the Roboto typeface is our hero font. And you’ve got four weights to choose from. However, no trickery with italics. We like our Roboto standing tall and unadulterated.