Genio

Brand Book

v1.0 – 2025

1. Who we are

Our story

We all know learning unlocks opportunity. But too little attention is paid to helping individuals become better learners, and most are left to figure it out on their own.

When students do not believe they are capable, or when the process feels overwhelming, they disengage. That leads to missed qualifications, eroded confidence, and a sense that learning is not for them. We call this the disengagement cycle, and we're here to break it.

Genio's story began over 15 years ago with the launch of our first audio-based note taking tool for neurodiverse learners. Our founder, Dave Tucker, has spent his working life exploring how technology can be used to tackle learning challenges and expand what's possible for every learner. In developing our first product for neurodiverse students, he worked closely with learners who were being left behind because they couldn't keep up in lectures. Time and again, he witnessed struggling students flourish when empowered by simple, targeted tools that addressed their specific learning challenges. That insight has shaped how we build ever since.

In 2020, we launched Glean Notes, a new note-taking product designed from the ground up. It has now supported over 160,000 students across more than 800 institutions worldwide. But note taking was just the start. With Genio, we're applying everything we've learned to a broader range of opportunities to increase learning success.

Our goal is simple. We want to help more students succeed by helping them learn better. Not through shortcuts, but through experiences and products that help students become more confident and effective learners

Genio is built by learners for learners. We believe that confidence, cognition, and action all play a vital role in the learning process. These principles guide how we design learning experiences: ones that build self-belief, support how the brain processes information, and encourage progress through doing.

Just as we think carefully about how people learn, we are equally thoughtful about how we work. Our company is grounded in three core values.

▶ **Trust is foundational**

We are committed to transparency and reliability in everything we do, from our partnerships to our responsible use of technology and AI.

▶ **Growth is a mindset**

We seek meaningful impact at scale by helping individuals unlock more of their potential and by learning continuously ourselves.

▶ **The journey is best enjoyed together**

We champion collaboration, foster creativity, and nurture a strong sense of community with students, teams, and partner institutions, believing that shared progress fuels greater success.

Our mission is to unlock better learning for everyone

That means building accessible, research-informed products, using AI responsibly, and keeping learners at the centre of what we do.

We believe in a world where every person has the tools and confidence to succeed. By breaking the disengagement cycle, we unlock boundless potential – for learners, and for humanity as a whole.

2. Our logo

Our logo

Our logo is simple, iconic, and recognizable.

As our core brand asset, the logo should be present at every brand and product touchpoint.

The logo should always be displayed with ample 'breathing room' around it. As a guide, use the size of the letter 'o' to measure minimum clear space around the logo.

Our symbol

The Genio symbol, or 'the Planet' will primarily be used as part of our full logo, but can also be used as a standalone icon when used as a favicon or mobile app icon, or for merchandise.

The symbol is formed from elements that speak to our mission:

The circle

Represents the holistic and continuous nature of learning. Mirroring our educational approach.

The lines

Symbolizes the company's foundational principles of equip, empower, and encourage.

The Planet

Suggests a central hub for learners, reinforcing the company's aim to be the home of learning.
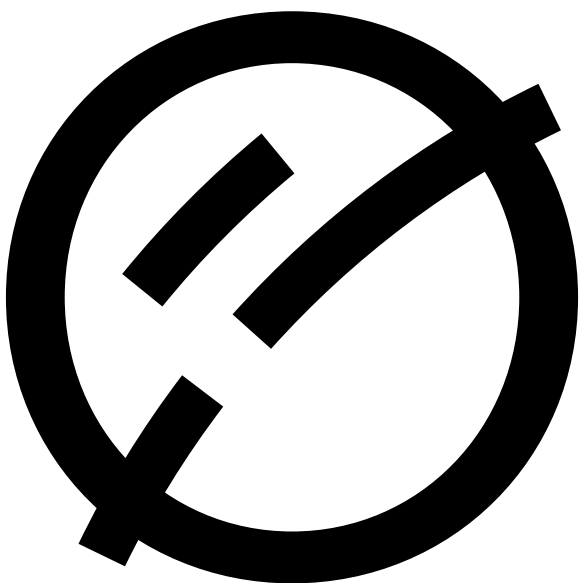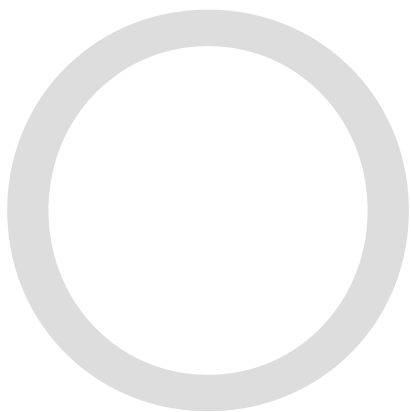
Empowering all learners...

genio.co

Logo usage

Our logo is our most integral brand asset and should be used as intended, and uncompromised.

- Do not use the Genio wordmark without the Planet icon
- Do not rearrange the icon and the wordmark
- Do not color the logo (see the next page for more on color)
- Do not warp, distort, or rotate any part of the logo

Logo usage - color

We always consider accessibility alongside brand equity, and our logo should appear as accessible as our content.

- Primarily the logo should appear on a white background.
- The logo may be inverted, but only on a full black background
- The logo may be used on any of our primary colors, tints, or gradients
- Do not use the white logo on any other background than full black
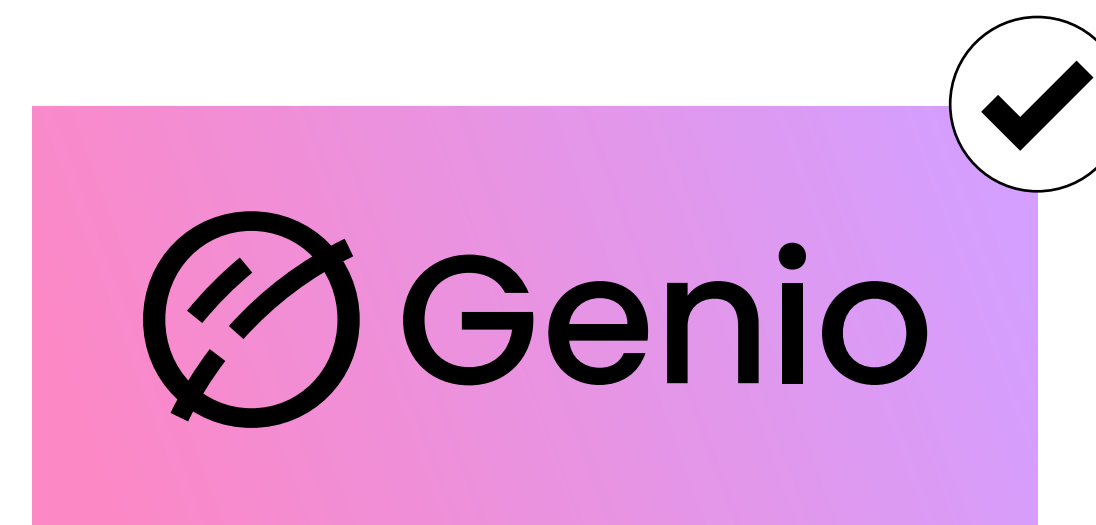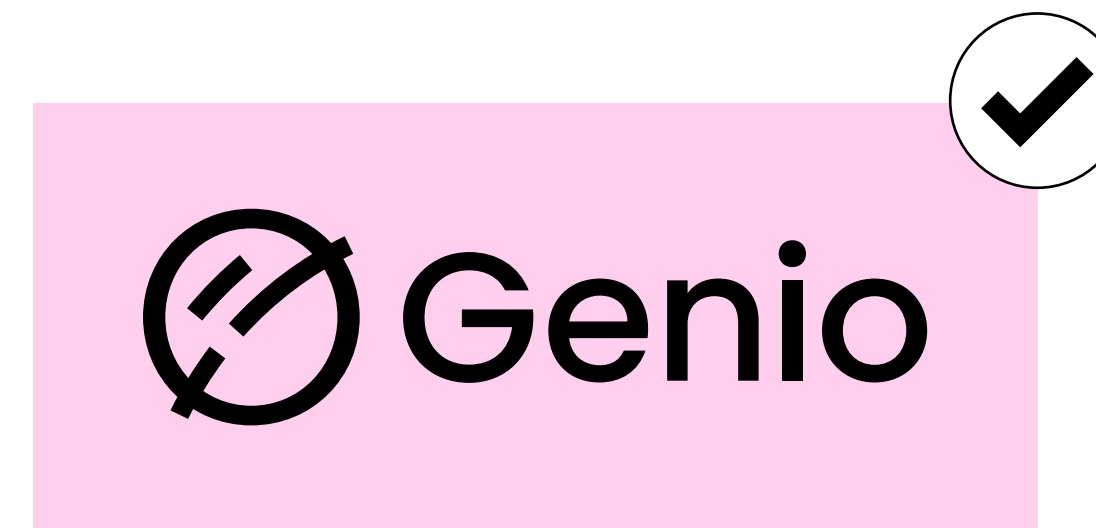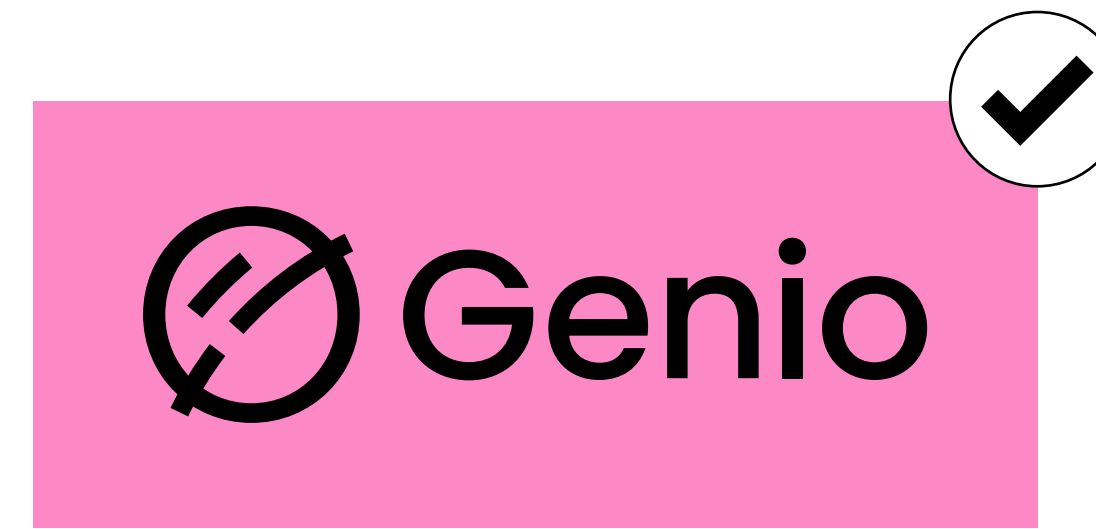
Logo placement

In most instances, the full logo will be used (collateral, web pages, merchandise).

The logo should be placed left aligned to the body content.

Where a headline is used, the text of the logo should appear smaller than the headline font. However, the logo should always be placed above any headline text.

Use the 'circle' element of the icon to determine spacing between the document edge and the heading text. 1.5 circles spacing from the document edge, and 1 circle spacing between the logo and text, and between blocks of text.

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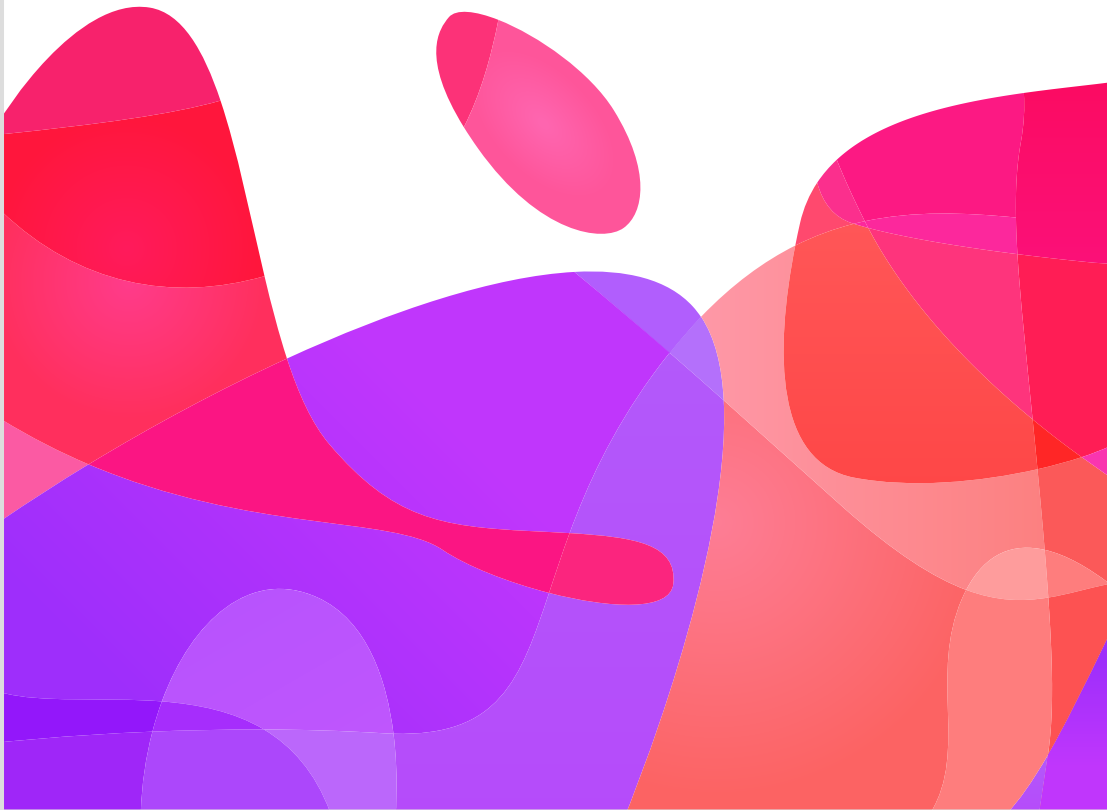
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Our products

Our product logos should follow the same guidance as the primary Genio company logo.

When referring to our products in written form they are to be written as follows:

Genio Notes
and
Genio Present

We will not refer to them as Notes and Present. This dilutes the brand name and the product name can also get lost in our messaging when used in isolation.

3. The Pattern

Genio

The Genio Pattern

The Genio Pattern is a core part of our brand identity. The flowing, organic forms inform all other parts of our branding, and tie together all of our branded content.

The Pattern represents the disordered, overwhelming mass of information we're faced with every day.

Organic cutouts

In collateral, slide etc. layouts, we will primarily use the Pattern in it's 'cutout' form. Here the disordered mass is being separated into separate elements; important gems being plucked out of the noise.

The organic cutouts of the pattern are almost infinitely variable, and we have an extensive library of pre-made cutouts available on request that can be chosen from to best suit their application.

Freeform gradient

In addition to the Pattern, we can use a freeform gradient as a background element, either standalone or alongisde the Pattern organic cutouts. The freeform gradient should only be used with our primary color palette and white.

The dominant color in any freeform gradient should be white, and where text and the logo are applied to a freeform gradient background, they should appear over the white part of the gradient. See the title slides within this guide for example usage.

A library or freeform gradients is available on request.
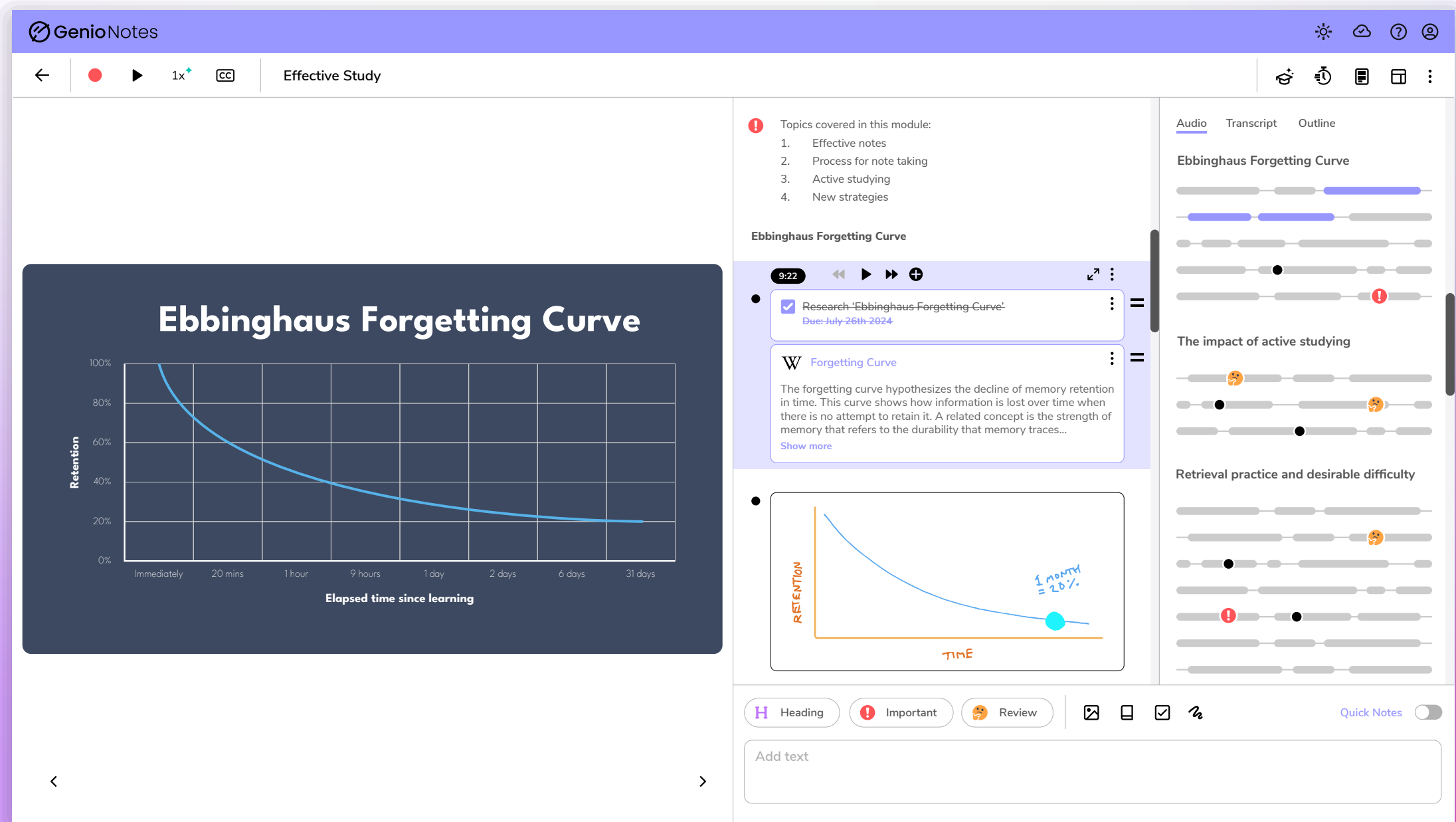
Pattern usage

Our organic Pattern cutouts should primarily be used as a footer element on layouts, but can be placed to the side or top of documents if appropriate. See the following page for further guidance.

Text should be kept well clear of any Pattern elements, but callout boxes and illustrations may overlap the cutout, as detailed later.

The Pattern and freeform gradient can be combined, but should only be done so on cover pages, title slides, and more high impact layouts. As with the general rules for using the freeform gradient, any overlaying logo or heading must be set within the white space of the gradient.
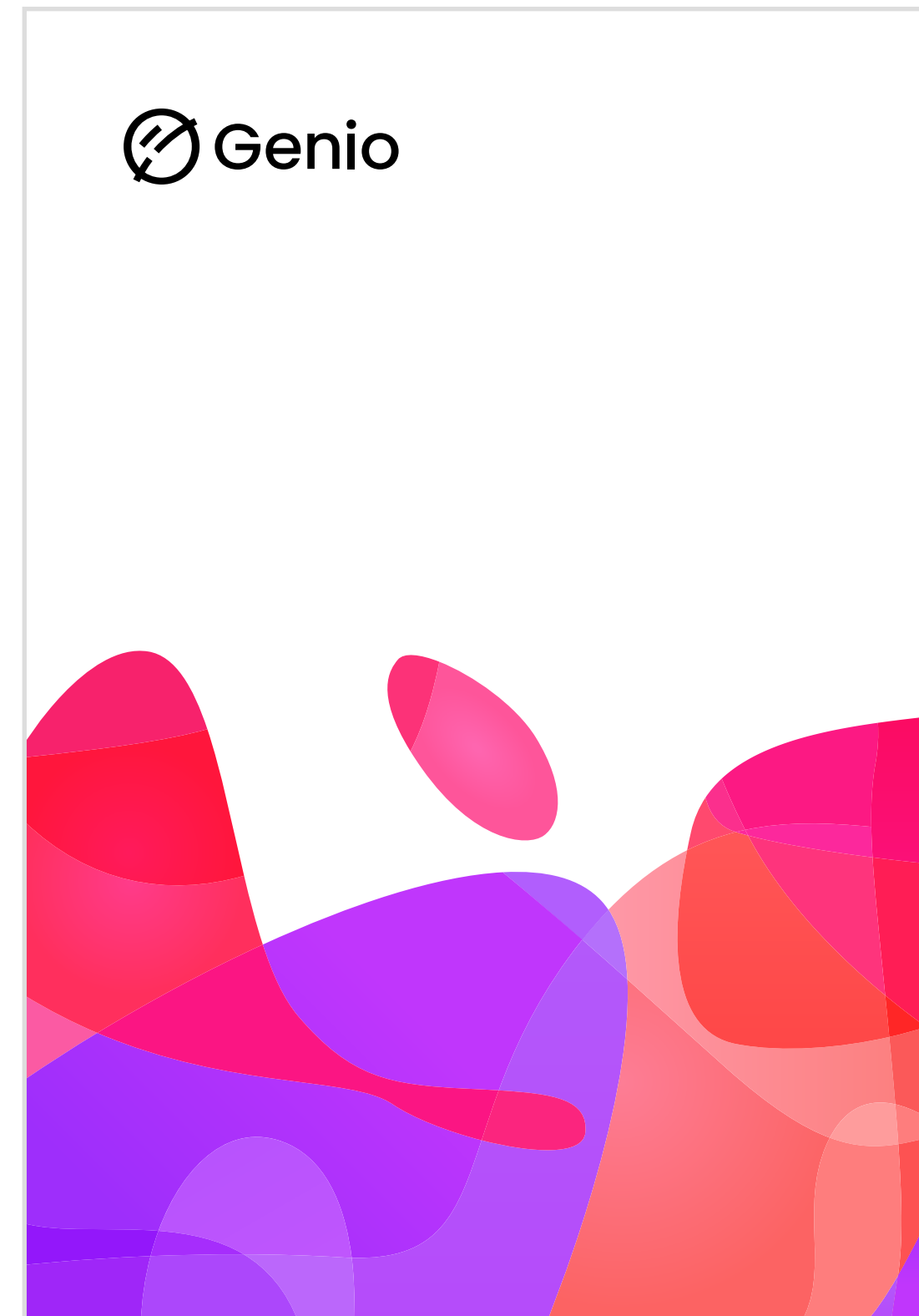
Pattern placement

The Pattern should be placed at the bottom or right side of layouts, enabling our logo and copy to sit comfortably along the top left corner.

Always allow at least as much clear space between text and Pattern as there is margin between the document edge and the body text.

Do not apply the Pattern to the left side of layouts, and never allow text to flow on top of the pattern.

Pattern interaction

Certain design elements can be placed overlapping the edges of our Pattern cutouts.

Callout boxes and illustrations should be positioned half way across the edge of the Pattern shape. Do not position them fully within the Pattern.

Only use white callout boxes when overlapping the Pattern.

When combining Pattern and freeform gradient, retain the same orientation for each. i.e. if the Pattern is set along the bottom edge of a layout, the freeform gradient should also.

4. Our palette

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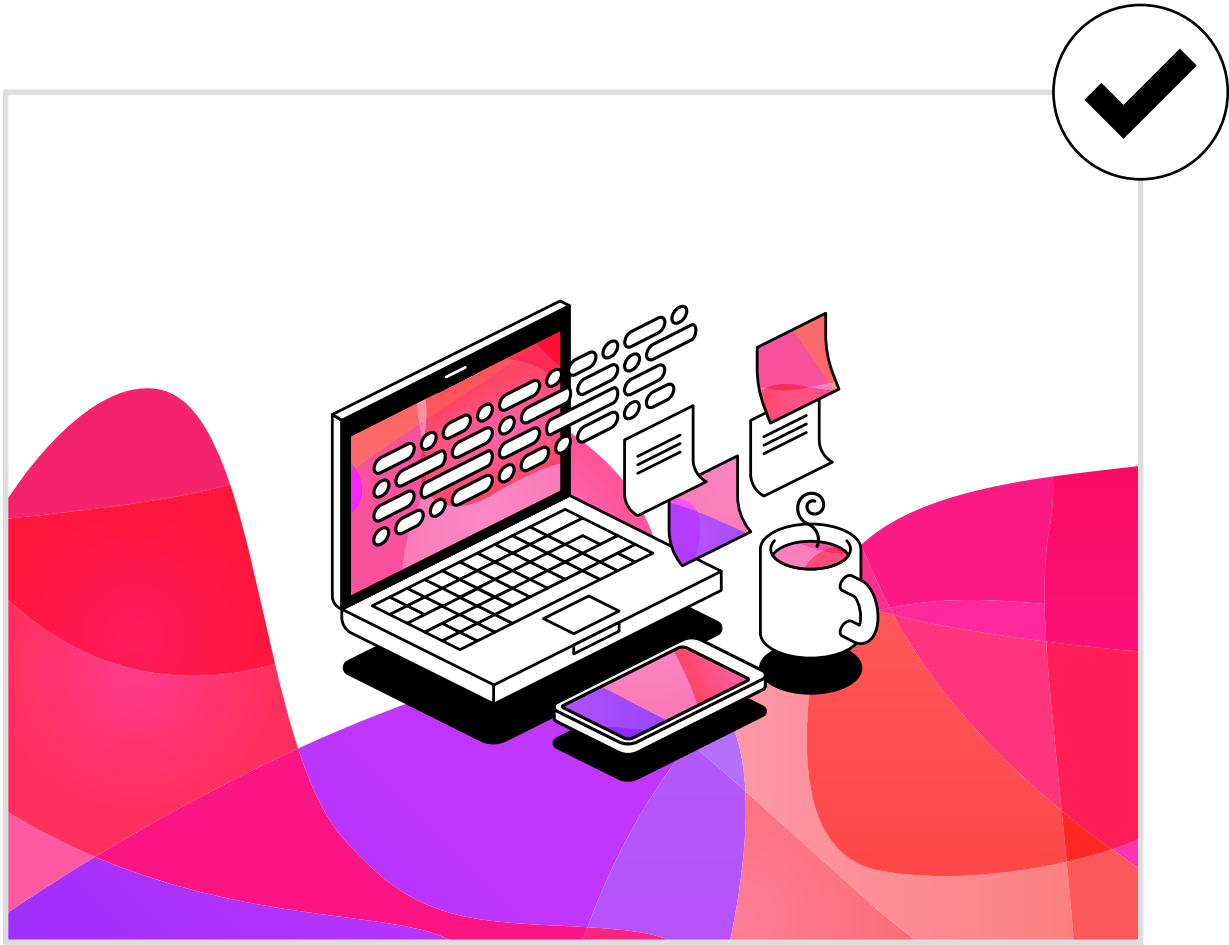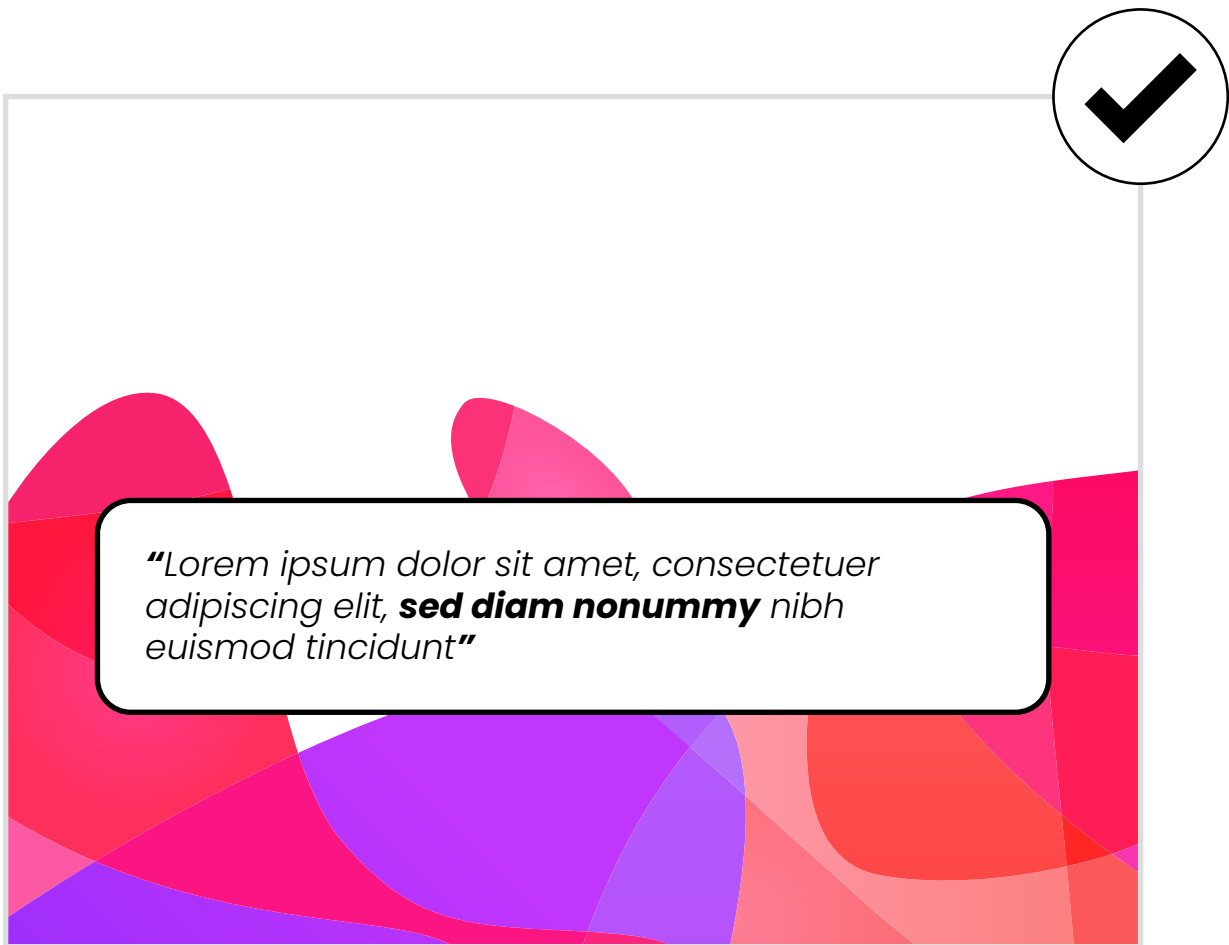
Color palette

Our primary colors have been chosen to complement the Pattern, and provide good contrast with both white and black. They are shown here in hierarchical order of use.

The primary palette is to be used for block color backgrounds, illustration elements, animation assets, data visualisation, software interfaces, and anywhere visual emphasis is desired.

Our color tints are to be used in conjunction with the primary palette, in callout boxes and web page section backgrounds.

Our secondary palette is only to be used where a contrasting accent is needed, or in data visualisations where more colors are required. Only refer to the secondary palette when the primary palette has been exhausted.

Primary palette

#FC88C6
Prawn Cocktail

#D49FFF
Pickled Onion

#9797FF
Cool Ranch

Primary tints

#FFCFED
Hint of Prawn

#E6CCFF
Mild Onion

#D2D2FF
Icy Ranch

Secondary palette

#FF5457
Ready Salted

#FFA343
Roast Chicken

#00C6B2
Sweet Chilli

Color gradients

Our primary color palette can be used for gradients in document backgrounds, primarily on cover pages or other layouts that demand special attention.

Our primary gradient blends Prawn Cocktail and Pickled Onion, while the secondary gradient blends Pickled Onion and Cool Ranch. Use the secondary gradient for variety where the primary has already been used (in long form documents etc).

The origin points of the gradients should be placed slightly inside the shape rather than edge to edge, as illustrated here.

Gradients should only be used as edge-to-edge backgrounds, never within shapes or masked in any way.

Primary gradient

#FC88C6
Prawn Cocktail

#D49FFF
Pickled Onion

Secondary gradient

#D49FFF
Pickled Onion

#9797FF
Cool Ranch
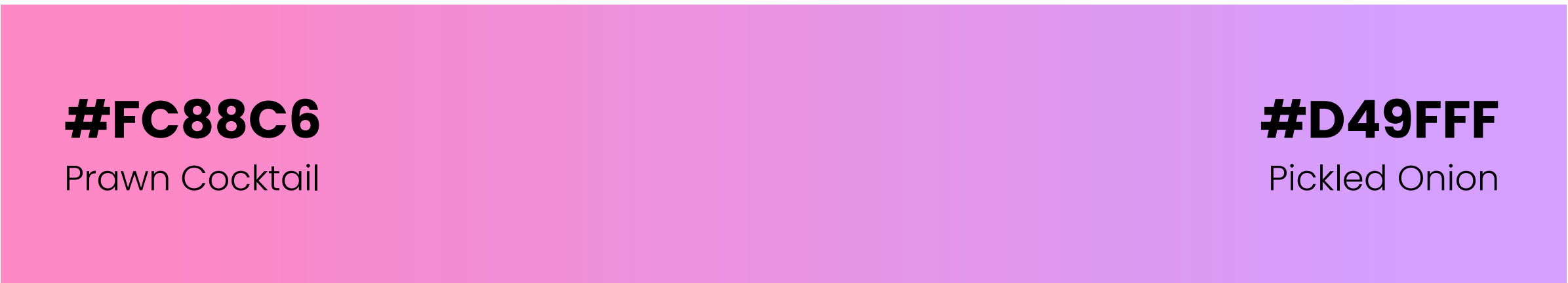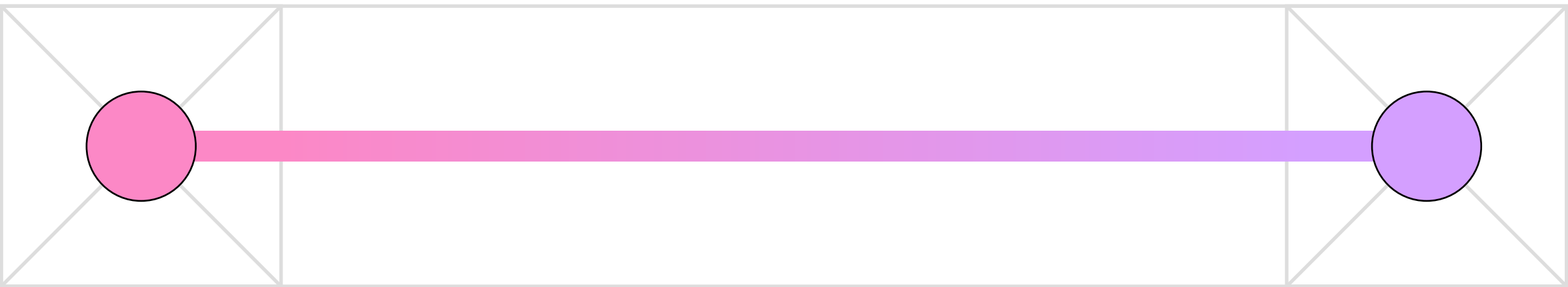
Color usage

Our primary colors should be used in isolation in most cases, and generally speaking no two colors should be in contact without a border between them. The primary colors do not have enough contrast between them to be used together, but our primary palette can be used alongside its corresponding tint.

We only ever use black text over colored backgrounds. White text does not provide enough contrast and is inaccessible.

When using gradients, always align the gradient along the longest axis of the shape. If there is no longest axis, opt for a 45 degree angle.

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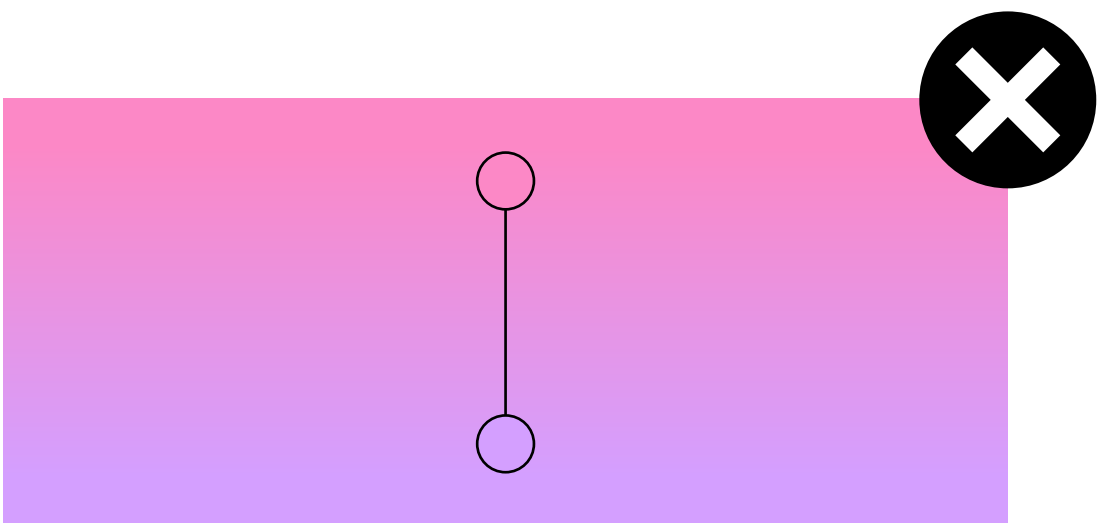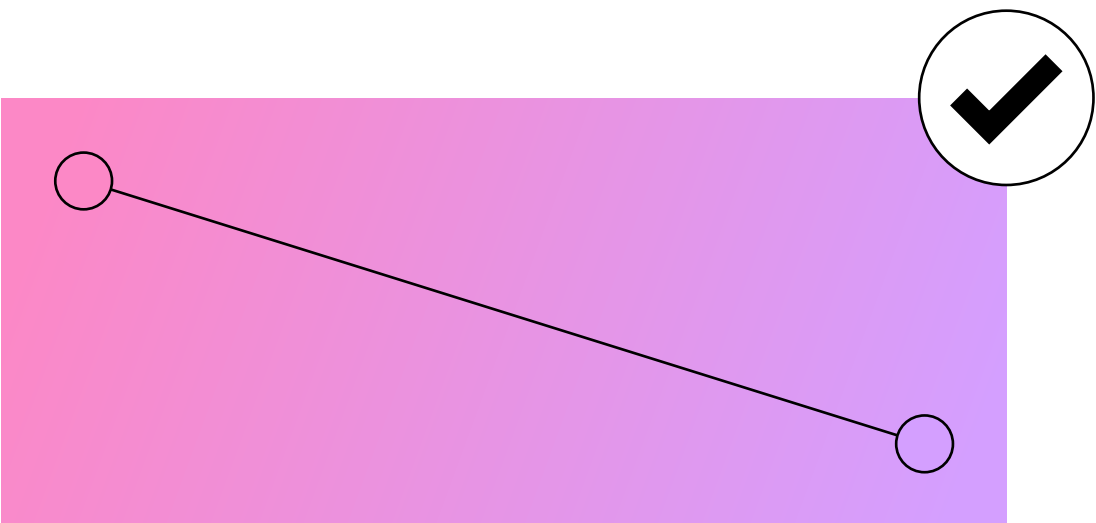
Backgrounds

Our primary background color should always be white. However for some purposes (title pages, web page emphasis, announcements, social media posts, title slides) colored backgrounds may be used.

Our tints may be used as a background with our logo, headers, and body copy, with no accessibility issues.

Primary color or gradient backgrounds should only be used with the logo and header text. Body copy should not be used here.

Do not use the Pattern on top of a colored background of any kind.

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5. Typography

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Typography

Our brand utilises two Google Fonts; Poppins and Nunito Sans. All long form body copy appears as Nunito Sans, while titles, headers, subheaders, and pull quotes appear as Poppins, following the guide on this page.

- Header font size should be set at 250% size of body font.
- Subheaders and pull quotes set at 150% of body font size.
- As a guide for spacing between text elements, use a lowercase 'o' from the header font and space inclusive of ascenders and descenders.
- Use the height of 2 lowercase 'o' from the header font for spacing between headers and body copy.

Poppins (bold) for headers.

Poppins (light) for subheaders.

Nunito Sans (regular) for body copy. **Nunito Sans (extra bold) for emphasis.**

"Poppins (light italic) for pull quotes."

Callouts and buttons

Callouts and CTAs should be styled within a box, either a 2px black stroked box or a coloured box using one of our tints. These should have a corner radius of ~25px (dependent on the scale of the document).

As a guide for spacing of text within a box, use a circle with the same corner radius as the box itself to denote spacing between the box edge and text.

Where multiple callout boxes are used on one page, titles may be styled with a black title pill shape as shown here, left aligned to the body text and centred on the top edge of the callout box.

Callout boxes should not appear in a secondary color or gradient.

Links and buttons should appear primarily in black with white text, and indentifying arrow. If a button appears in one of our primary colors, it must be have a 2px black stroke applied for accessibility.

Buttons should not appear in a tint, secondary color, or gradient.

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▶ **Click here**   ▶ **Click here**   ▶ **Click here**

Quotes and lists

We style pull quotes with a 20pt left indent and a 2px vertical line matching the height of the quote block.

Quotes can also be styled within a callout box, either a 2px black stroked box or a coloured box using one of our tints. These should have a corner radius of ~25px (dependent on the scale of the document).

Callout boxes should not appear in a secondary color or gradient.

Lists can be styled using right-oriented triangles of the same height as the list font (including ascenders and descenders), using the triangle as a guide for spacing between rows.

*"Lorem ipsum dolor sit amet, consectetuer adipiscing elit, **sed diam nonummy** nibh euismod tincidunt"*

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*"Lorem ipsum dolor sit amet, consectetuer adipiscing elit, **sed diam nonummy** nibh euismod tincidunt"*

▶ **Lorem ipsum**
▶ **Lorem ipsum**
▶ **Lorem ipsum**

6. Illustration

Genio

Illustration style

Our illustrations are used either as single 'object' icons or multiple object 'scenes' of common objects that either literally illustrate a function, or metaphorically represent an abstract concept.

- The Pattern is selectively masked into parts of the objects.
- They are drawn in an isometric style, at a 2:1 ratio angle.

Scenes

- Objects in a scene are set at different heights to each other, as denoted by their shadows. Objects should never be sat fully on their shadow, nor should they rise entirely above it.
- All objects within a scene are at the same scale, but scale may differ between scenes.
- Objects within a scene that possess a shadow overlap one another. No single object should be disconnected from this grouping.

Icons

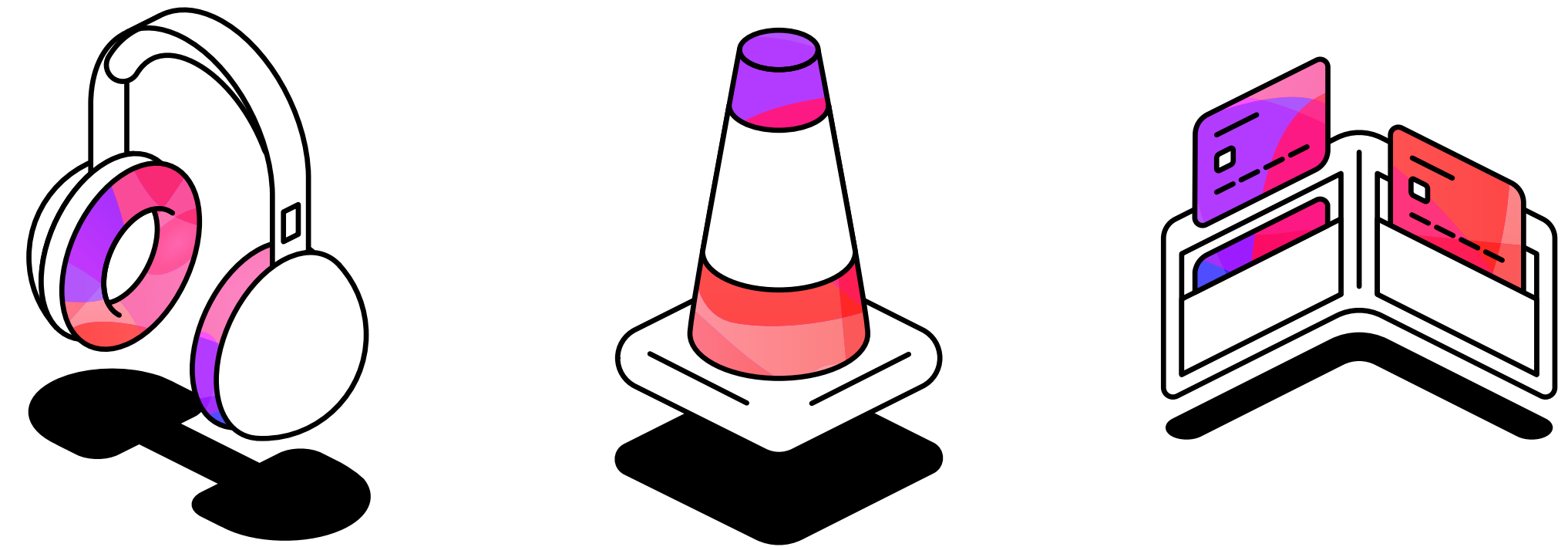Where icons are more appropriate than full illustrations, single objects may be used.
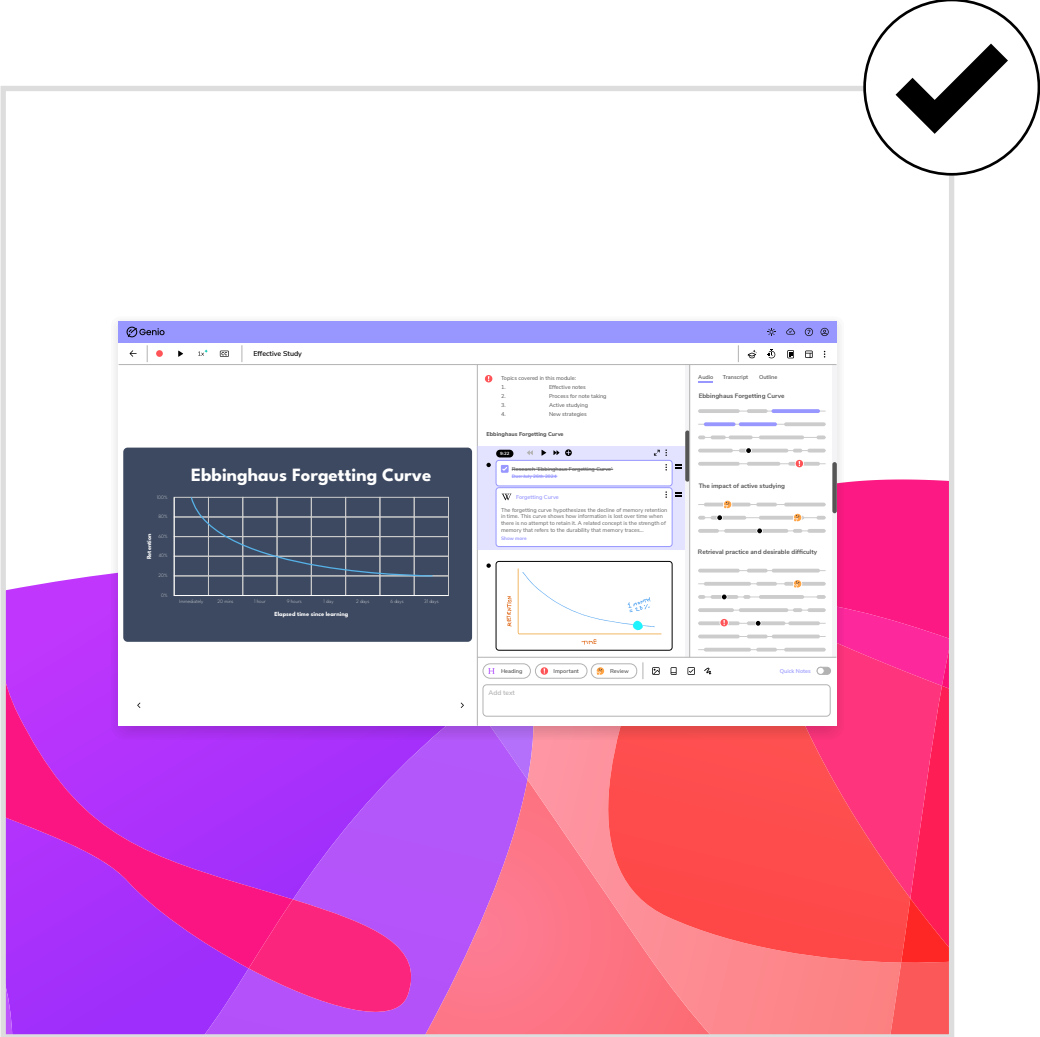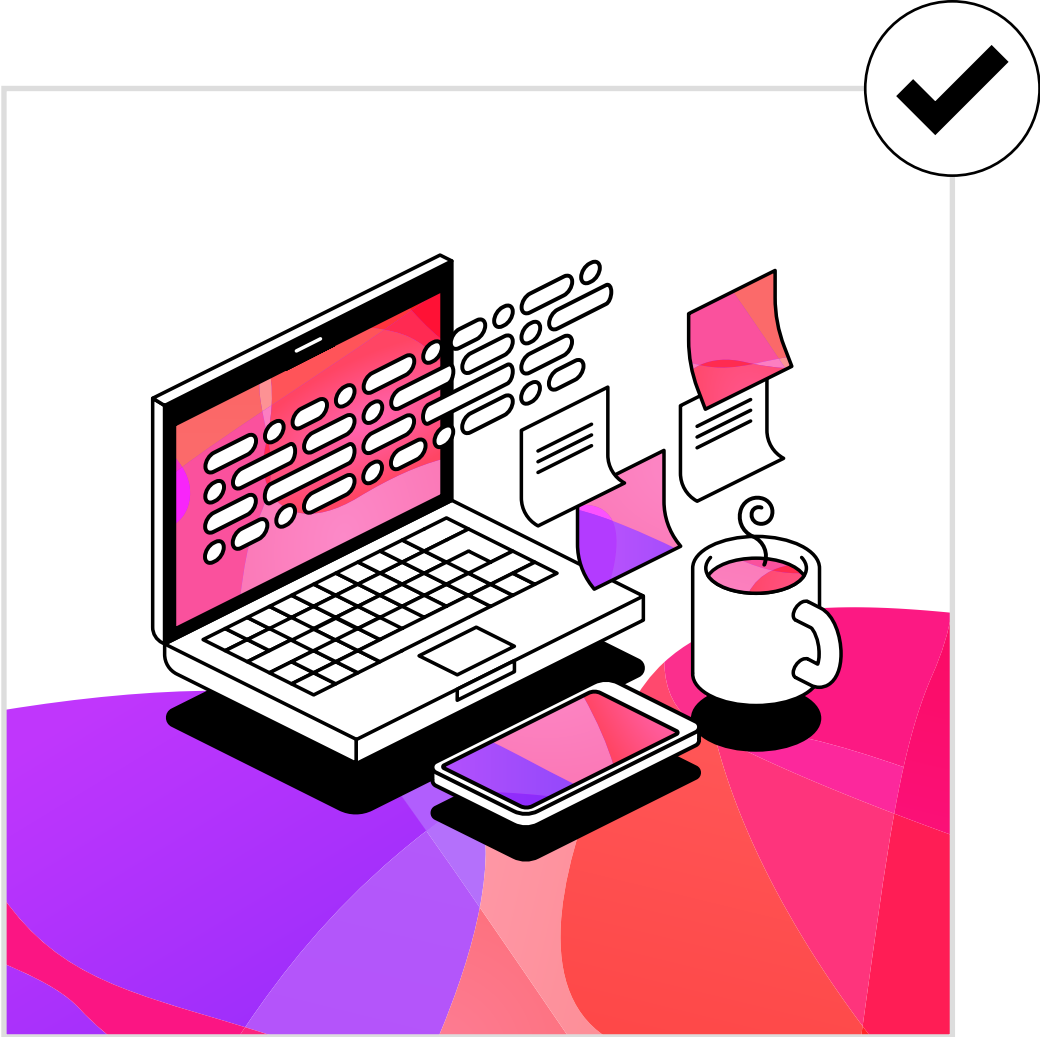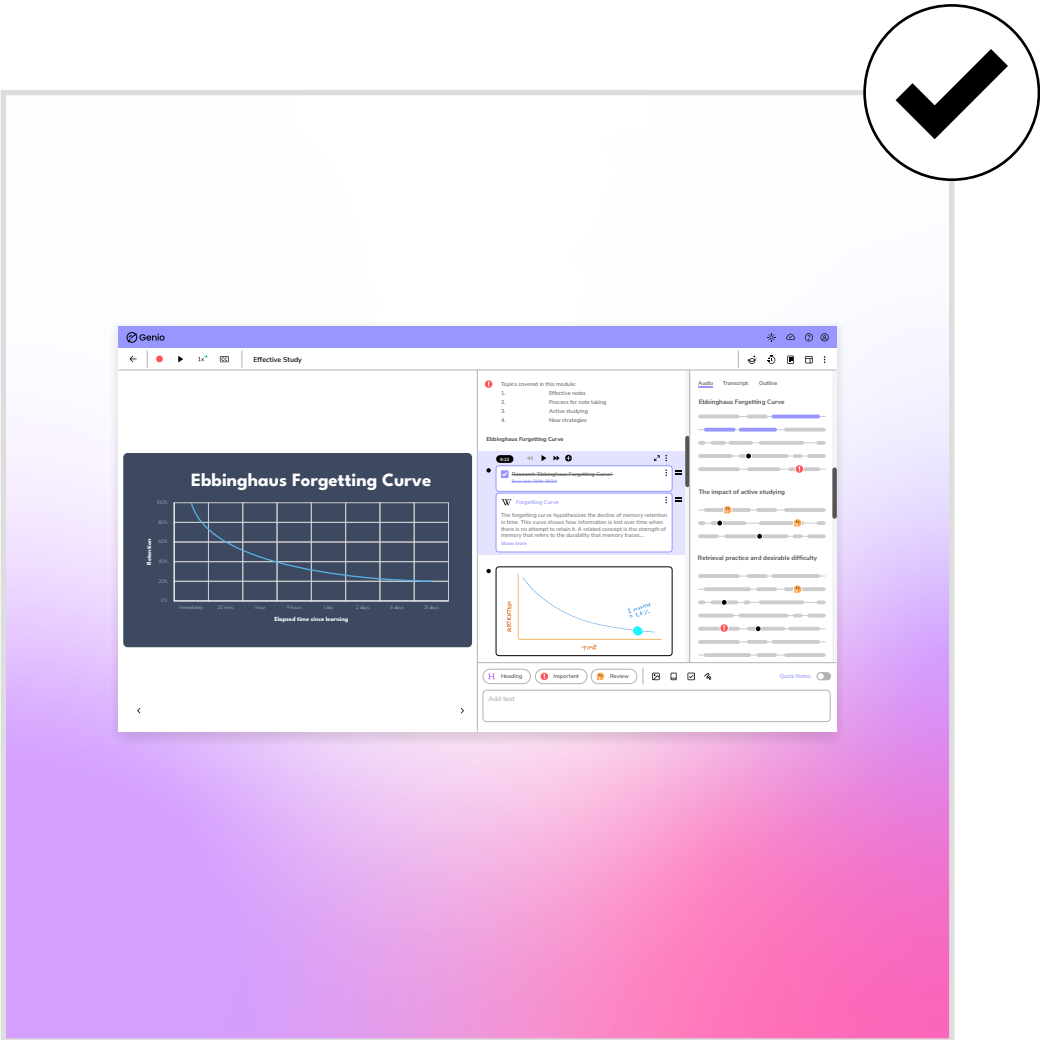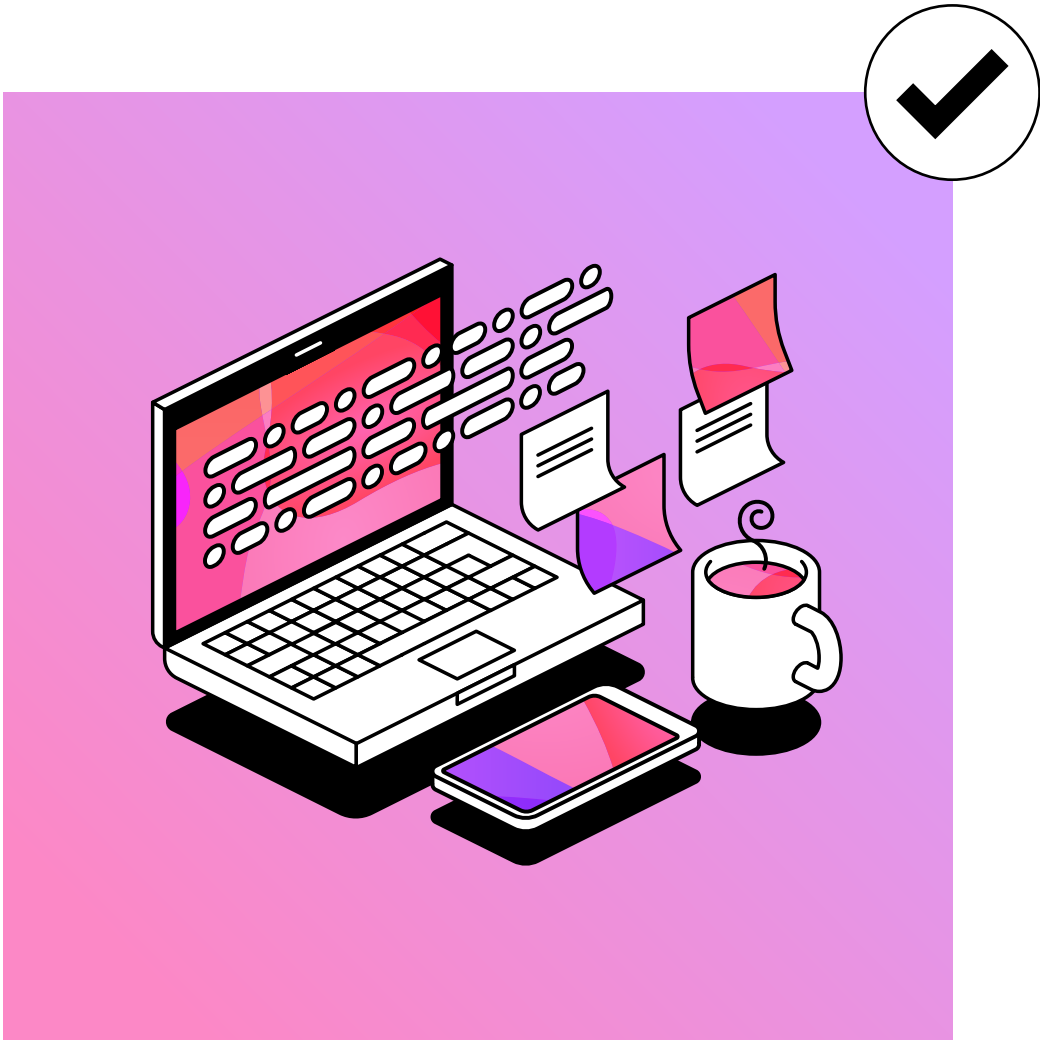
Illustration usage

Illustrations may be used on white or gradient backgrounds, or set overlapping a Pattern cutout.

UI images should be placed in the same way an illustration would; either on a flat background or gradient, or overlapping a Pattern cutout or freeform gradient. They should appear with a light drop shadow.

7. Photography

Genio

Our photography

Whether staff photography or location shoots, our photography is professional but personal. We capture people being themselves; not forced, stiff poses.

We introduce our brand colors into photography in overlays and blending modes to tie disparate colors back into our palette.

We favour normal focal lengths and wide apertures.

Our photography

Photographs can be styled with a freeform gradient over it with a 'color' blending mode, to apply a branded overlay. The colors within the freeform gradient musn't cover more than 30% of the image, and should avoid the focal point(s) of the image. They are best used over the foreground and peripheral parts of the image.

We can also set photographs on top of our solid gradient backgrounds, with a 'luminosity' blending mode on the photograph at 15% opacity. This can be used in conjuction with typography, following the rules for applying type to our gradient backgrounds.

Lorem ipsum

8. In print

Genio

Print guidance

When printing our brand, we take care to ensure that our brand colors and the Pattern appear as rich and vibrant as possible.

Paper documents should be printed on **silk paper** with **satin lamination** where possible. This ensures optimal vibrancy of our brand colours.

Single sheet or folded documents should be printed on **~250gsm** paper. Longer booklets on **~150gsm**.

For booklets under 20 pages, **saddle stitch** binding should be used. For longer documents, choose **perfect bound**.

Merch

On merchandise and apparel, we use our full black logo, and Pattern cutouts where appropriate.

We don't settle for the cheapest option with our promotional products. Our branded giveaways should carry the same feel of quality and authenticity as our printed and digital assets.

Where possible we opt for sustainably produced or recyclable items.

When using the logo on apparel and merchandise, refer to our spacing guidelines to ensure adequate clear space.

For all press and media enquiries, please email
mediaenquires@genio.co