# Genuine Human
## Brand Guidelines

## Logo

Genuine Human's primary logo is our full color logo and icon. This is what should primarily be used.

On dark backgrounds, Genuine Human reversed logo should be used. The white and black logo options should only be used when necessary, such as black & white print publications.



**Full color logo, horizontal**

**Full color logo, vertical**

## Font

# Poppins is our brand typeface.

It's available on Google Fonts and Adobe Fonts and should be used whenever possible. In instances when it's not available, default to using a system sans-serif such as Arial.

## Colors

### Primary

Genuine Human's primary colors should be used across all applications.
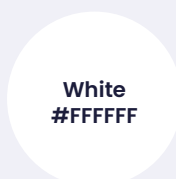
**Genuine Yellow #FCB122**

**Genuine Navy #2F3059**

### Secondary

Genuine Human's secondary colors should be used as accent colors.

**Genuine Green #62A043**

**Genuine Turquoise #29C7D3**

### Utilities

Use these colors for text and backgrounds.

**White #FFFFFF**

**Genuine Gray #F0F0F7**

**Genuine Ink #1C1D3B**

# Examples and Usage

**DO**

Use Genuine Human's reversed-color and white logos for application on dark backgrounds



**DON'T**

Change the color of Genuine Human's logo



**DO**

Use Genuine Navy and Genuine Ink for typography

Genuine humans with genuine stories

**DON'T**

Use Genuine Yellow or Genuine Turquoise for typography (it doesn't pass accessibility tests)

Genuine humans with genuine stories

**DO**

Use vibrant photos and imagery that show people in action



**DON'T**

Use photos that look too "staged" or ingenuine