

BRAND GUIDELINES

ngenious

Brand Guidelines

The foundation for how ngenious looks, speaks, and presents itself.

• v1.0

— 2025

COLOUR SYSTEM

Deep Navy

#030059

Dark Navy

#011535

Cyan

#00FFEF

Teal

#43C6CA

White

#FFFFFF

01 — INTRODUCTION

Brand Guidelines

ngenious is a global connectivity company. These guidelines define how we present ourselves — consistently, confidently, and with intent.

Innovative Pushing boundaries in connectivity	Elite Enterprise-grade performance	Sophisticated Refined, purposeful design
Trustworthy Built on reliability	Serious Mission-critical focus	Friendly Human-centered experience

02 — LOGO

Logo System

Three configurations — primary horizontal, stacked, and mark-only. Each serves distinct contexts.



PRIMARY — WHITE ON DARK



TEAL VARIANT — #00FFEF



ON BRAND NAVY
#030059 background



ON BRAND GRADIENT
Navy gradient variant

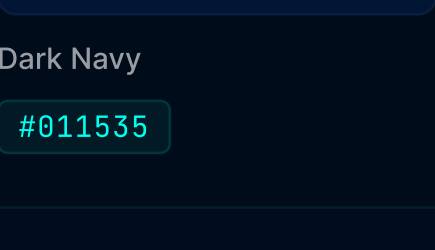


TEAL ON DARK
Secondary brand expression

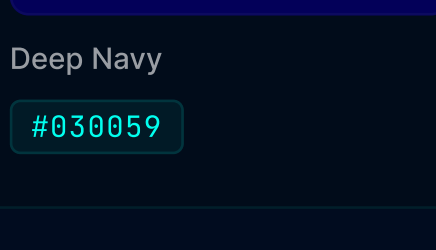


CLEAR SPACE
Minimum = x (cap-height of robot mark)

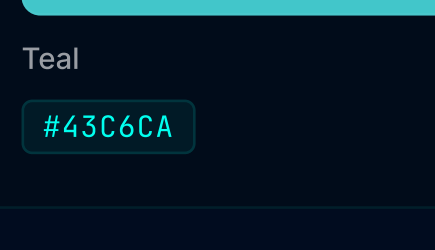
APPROVED BACKGROUND COLOURS



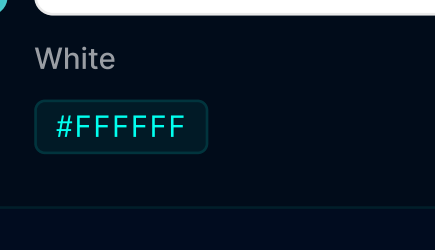
Dark Navy
#011535



Deep Navy
#030059



Teal
#43C6CA



White
#FFFFFF

03 — COLORS

Color System

Teal and blue anchor the palette. Bold, but not loud. Sophisticated, but not reserved.

Deep Navy

Primary Brand

#030059

Dark Navy

Background

#011535

Cyan

Primary Accent

#00FFEF

Teal

Secondary Accent

#43C6CA

White

Foreground

#FFFFFF

GRADIENT COMBINATIONS

Navy → Teal

#030059 #43C6CA

Dark Navy → Cyan

#011535 #00FFEF

Teal → Cyan

#43C6CA #00FFEF

→ For icon visibility: use #1CB8C0 on white backgrounds and #03FFFF on dark backgrounds.

04 — TYPOGRAPHY

Typography

Calibri — a modern, versatile sans-serif. Readable at every scale, confident at display size.

TYPEFACE

Calibri

A Modern, Versatile Sans-Serif

CHARACTER SET

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

WEIGHT SCALE

300	Global Secure Connectivity	Light
400	Global Secure Connectivity	Regular
500	Global Secure Connectivity	Medium
600	Global Secure Connectivity	SemiBold
700	Global Secure Connectivity	Bold

TYPE SCALE

Display / 56px

H1 / 36px

H2 / 24px

Body / 15px

Caption / 12px

Global Connectivity

Secure Edge Networks

Advanced IoT Capabilities

Simplified global network management for enterprise and carrier-grade deployments.

ngenious technologies — edge computing, AI, and machine learning.

05 — PRODUCT ICONS

Product Suite

Eight solutions that define the ngenious ecosystem. Each icon is presented in two states for accessibility.



Quicksizer

Rapid capacity planning

#1CB8C0 #03FFFF



Solution Manager

Centralized solution orchestration

#1CB8C0 #03FFFF



Real Time Monitoring

Live network visibility

#1CB8C0 #03FFFF



Edge Planner

Edge topology design

#1CB8C0 #03FFFF



Edge Designer

Visual edge configuration

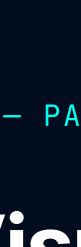
#1CB8C0 #03FFFF



.connect

Seamless network connectivity

#1CB8C0 #03FFFF



Centralized Management

Unified control plane

#1CB8C0 #03FFFF



AI & Machine Learning

Intelligent automation

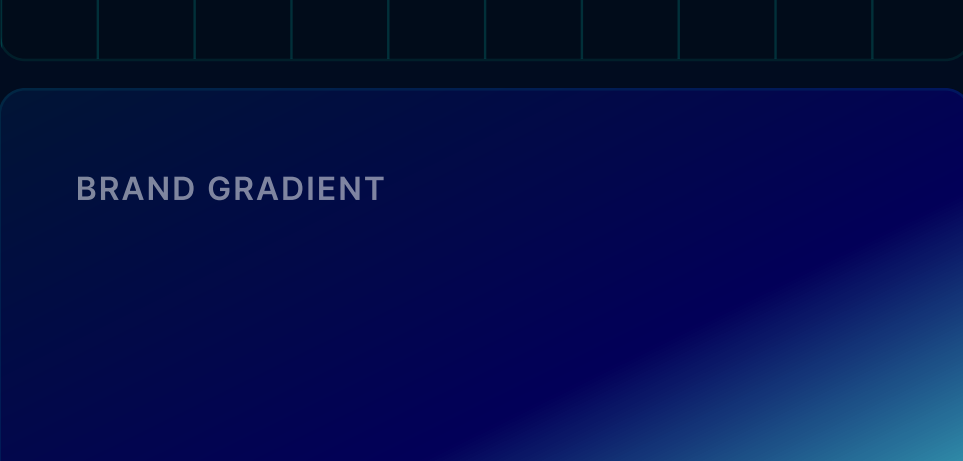
#1CB8C0 #03FFFF

06 — PATTERNS

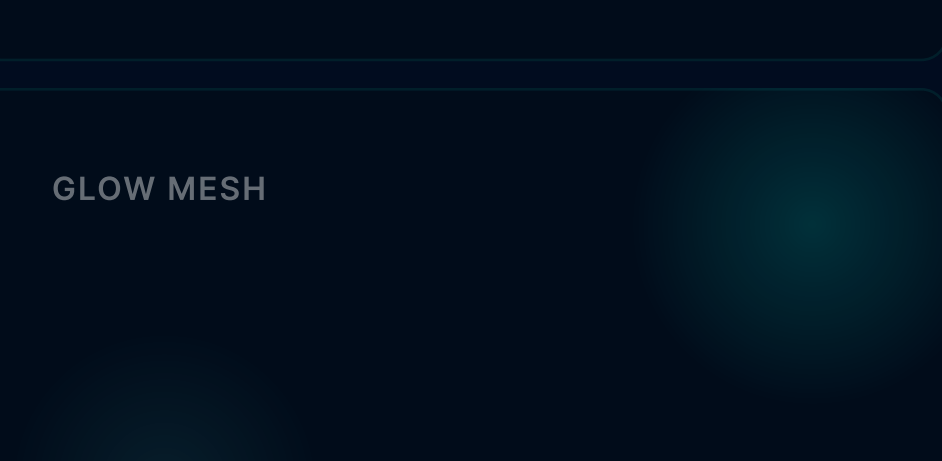
Visual Patterns

Textural and structural patterns that extend the brand's visual language.

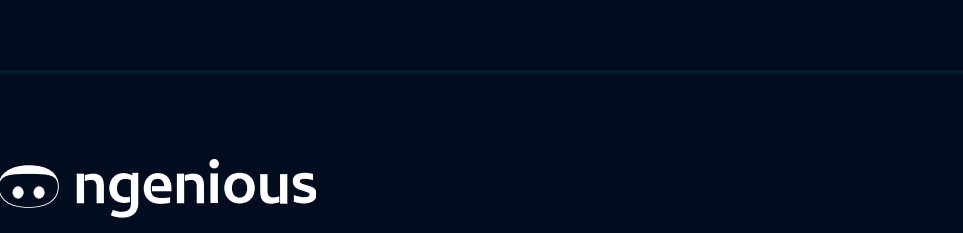
GRID



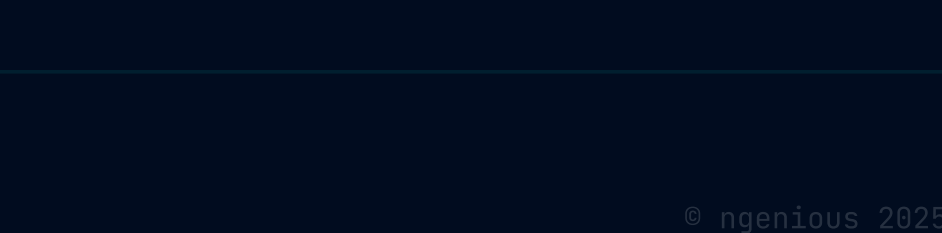
DOTS

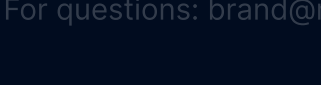


BRAND GRADIENT



GLOW MESH



ngenious

For questions: brand@ngenious.com

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