



**Welcome
to the Genie
family,
we're glad
to have you
onboard.**

On your hands is a guide book designed to give you an overview of what our brand is all about. Once we are all on the same page, we can work with ease to raise awareness on the harmful effects of toxic masculinity.

Together, we can help people to unpack and release their emotional baggage.

brand guidelines

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The problem is

Statistics have shown the number of male suicides doubling that of women in Singapore. From the 400 suicide cases recorded in 2019 from the Suicide prevention service—Samaritans of Singapore(SOS), two out of three people were male.

This is largely due to the social stereotypes of men being strong, independent, and assertive. It causes men's reluctance to seek help as they tend to suppress their emotions, in order to keep up to the standard masculine role. This is in addition to the existing stigma of mental illness that keeps people from seeking help.

While women are more likely to attempt suicide, male suicide methods are more violent, causing it to be completed before any intervention. Men being more violent and likely to perpetrate nearly all violent crimes cannot be explained simply as a biological nature, even though it plays some role in such tendency.

The suppression of emotional expression is one of the reason leading to anger and aggression, which cause men to be more frequently associated with violent acts. Another important reason is the patriarchal society we live in, where the masculine norms of men gravitates them to exert power and acts of violence, to uphold the structures.

Females have been dismantling their biological gender from the perceived feminine roles, it is also time for men to redefine masculinity.

A progressive masculinity can help to create a safer community. This is why we need Genie.

Our organisation

Genie is a non-profit organisation, advocating gender equality and working to unlearn social concepts of masculinity, through research, education, training programmes and specialised support for boys and men towards mental health.

What do we do

Genie aims to challenge traditional social concepts of masculinity and advocates for gender equality.

We research and advocates on issues related to boys' and men's health.

We provide specialised support for boys and men towards mental health.

We provide education and training programmes to unlearn toxic masculinity.

We can achieve

A gender equal society of
informed individuals

Boys without conforming to the
traditional ideals of how they
should grow up to be.

Men seeking help without social
stigma of being
weak and unmanly.

A reconstructed and progressive
masculinity.

A tender and safer community.

We believe in

Hopefulness can bring about positive change. Here at Genie, we are always hopeful.

We believe it takes courage to be vulnerable. Genie's courage creates a safe environment for everybody.

The Genie family is always striving to be honest with our feelings. We work on communicating our feelings with one another and make sure everyone feels heard.

Genie practices an intersectional approach to diversity. We believe a more nuanced and thoughtful practice can help to pave the way for a gender-equal society.

Tenderness means being gentle, loving, and kind. It also means sensitivity to pain. It makes a lot of sense, as Genie is tender in both ways. Tenderness is the core of Genie.

hope
courage
honesty
diversity
tenderness

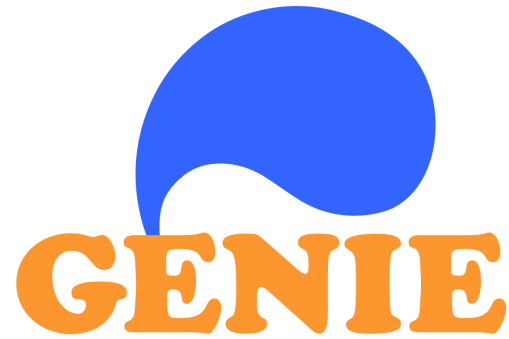
In short

We believe bottling up emotion is dangerous, because it will eventually explode out more fiercely than it could have otherwise been. Genie wants to spread the message of unbottling our emotion. It means releasing the emotions trapped in our body and Genie is here to facilitate the process.

unbottling
emotions

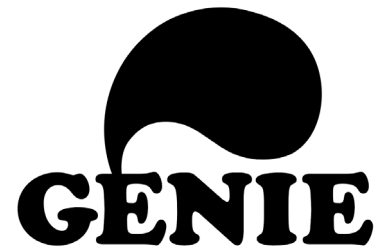
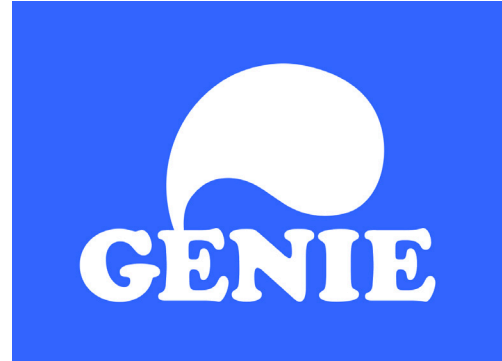
Recognise us

The blue blob coming out of the word Genie from the letter E symbolise releasing emotion. We call the emotion blob: Genie blob. Yellow Orange and the word Genie draw some relation to the conventional perception of a Genie's lamp, and it symbolise a vessel, like a body containing emotion. The Genie blob comes out of the letter E and position a weight close to the letter I, creating a familiarity illusion of the small letter i. We think that it represents the process of unpacking our emotions, pleasant or unpleasant, we acknowledge their existence and be in touch with them instead of avoidance. The Genie blob also flows well with the downwards stroke of the letter N, thereby maintaining harmony.



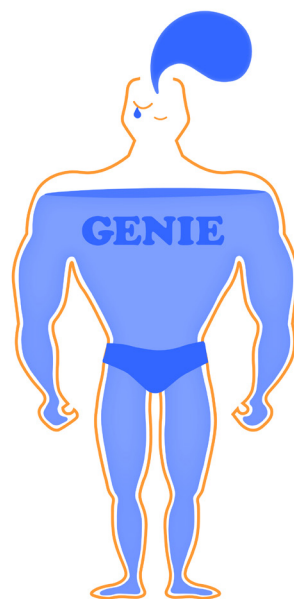
Always clear

Having multiple logo variations for different uses help to ensure clarity, legibility and impact in our communications. The Genie blue and orange logo is the preferred logo for most applications but use consideration to assure a successful and appropriate presence of the logo. When applicable, you are encouraged to use the logo with the accompanying tagline. The white logo may be used when the background colour or photography adversely affects the legibility of the Genie blue and orange logo. The black logo variation is reserved for one-colour printing or in material treatments, for example fax, stamping and embossing.



Personifying

This is our Genie mascot, Genie the Bottle. Like Genie in the lamp wanting to be free, Genie the bottle wants Genie blob to be free. Genie blob signifies emotions let free. It is a relieve for Genie the Bottle. While phrase 'let the genie out of the bottle' has a negative implication—of the fear of genie being let out, we think that this is not unlike the fear of men being emotional, due to the current social concept of masculinity. Genie the Bottle knows Genie blob will grow and should be released before it gets out of hand. Every day, Genie the Bottle learns to let Genie blob be free, as it will always grow.



Colour palette

Blue symbolise the traditional association with masculinity, which highlights our target audience. Blue too has its association on sadness and depression, and helps us to draw attention to what we are dealing with in Genie. Acknowledging negative feelings have calming effects, and unsurprisingly, the colour blue also helps to establish a calming expression.

Orange is a complementary colour of blue, so it is naturally a pleasing combination. Besides having some symbolism to the colour of the conventional idea of a genie lamp, Orange is associated with the meaning of warmth, joy, and sunshine. It is a colour of encouragement.

Our choice of colours have diverse and contradictory meanings which balance well and create a strong sense of harmony. To be more specific, our colours are Purplish Blue and Yellow Orange.

Purplish Blue



#376bf8
RGB (55, 107, 251)
CMYK (77, 61, 0, 0)

Yellow Orange



#fd9840
RGB (253, 152, 64)
CMYK (0, 48, 82, 0)

Our typefaces

Cooper Std Black is an ultra-bold serif typeface with remarkable personality and reproduces well in sizes over 18 point in titles, subheadings and generally short sentences. The blunt and rounded forms, blurred serifs, and very small counters make this a warm and friendly face.

Gill Sans has a style of a clean sans-serif typeface, however it has unique tails to letters and a medium variation between strokes that makes the font feel a little less geometric than most sans-serif type. Being a humanist sans-serif, it has roots in calligraphy and evokes a feeling of warmth and personality.

Both Cooper Std Black and Gill Sans are approachable and they have a reasonably mild contrast despite their own very unique characteristic. Overall, they display great chemistry and make a good pair.

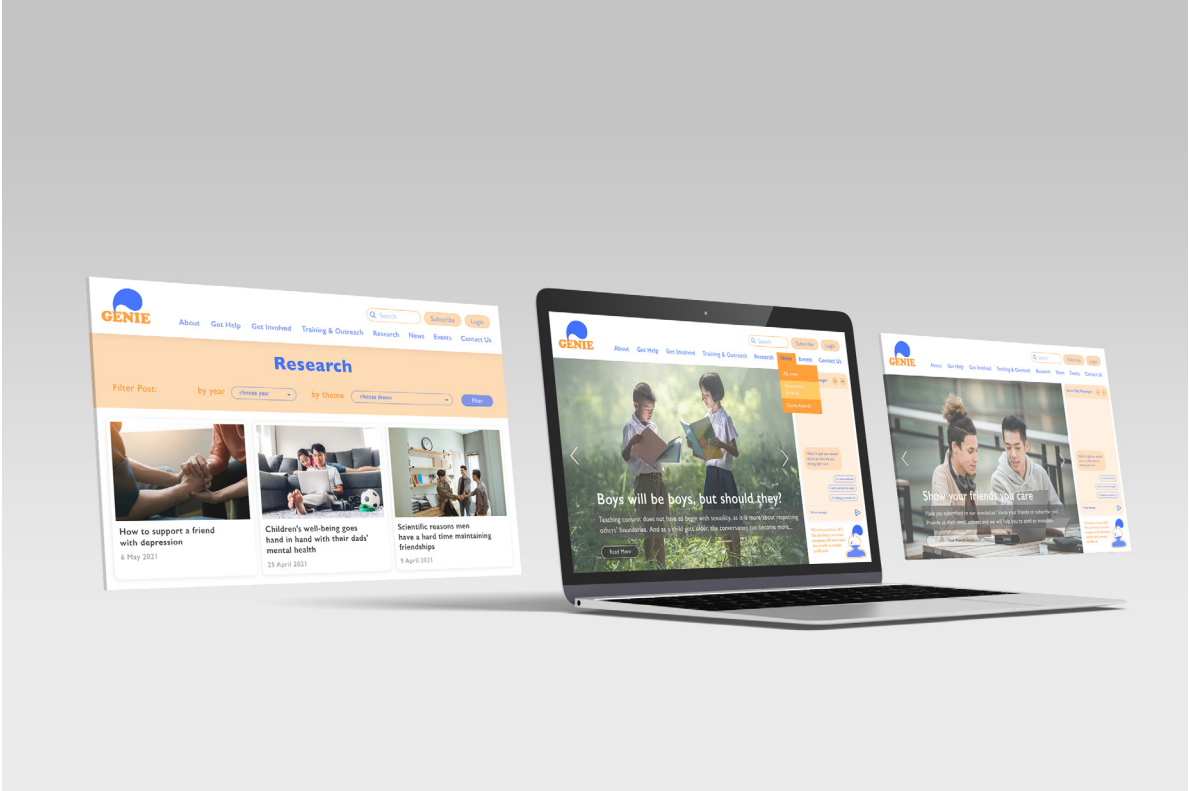
Aa
Cooper Std Black
Italic

Aa
 Gill Sans Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

Stationery

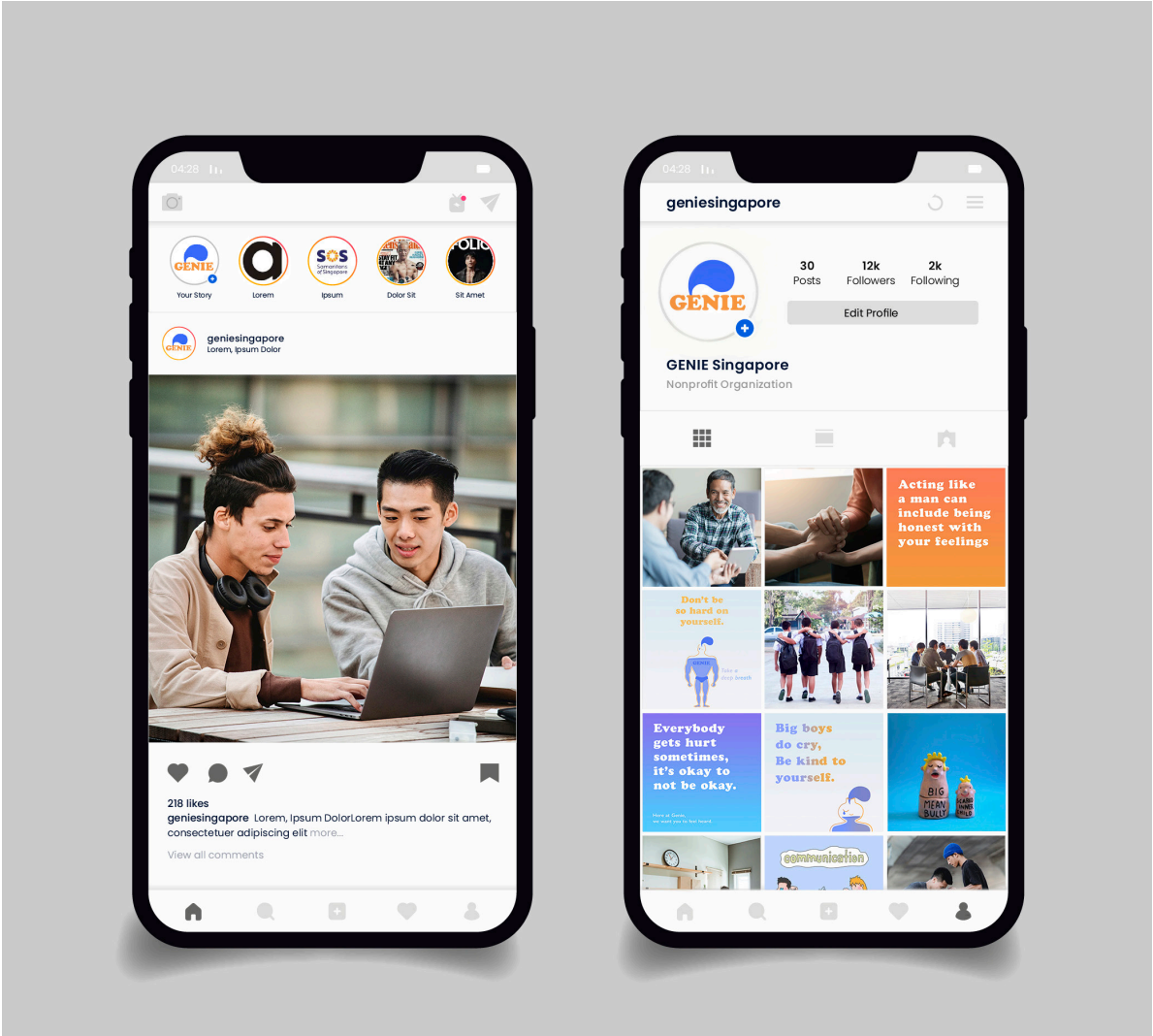


Website



Instagram

brand dynamics



Advertising

brand dynamics



Facade



Collaterals



Collaterals



**Everybody
gets hurt
sometimes,
it's okay to
not be okay.
Be kind to
yourself.**



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