At Tech Mahindra, we live by the philosophy of connected world and connected experiences. We thrive on change that is powered by the intelligent symphony of technology and humans designing meaningful and sustainable experiences.

Consumer ‘experiences’ are driving and disrupting industries like never before. Businesses must build seamless yet simple enterprises that collaborate, synergise, and drive the change. Change that connects us all and empowers us to deliver experiences that span across the digital, the physical, the convergent, and everything in between. That’s when truly connected experiences manifest.

**CONVERGENT EXPERIENCES**
Intelligent symphony of technology platforms and solutions

**DESIGN EXPERIENCES**
Reinventing possibilities in the real and virtual world

**DIGITAL EXPERIENCES**
Transforming the way individuals and enterprises live

*We promise memorable and meaningfully connected experiences for a world that’s connected by purpose, people, and passion!*
The Tech Mahindra logo is a wordmark with two colours.

The logo’s wordmark is a fully customised font. It has mild serifs that give it a structured, classic, sophisticated feel. Their rounded edges soften the font and make it friendly and accessible.

This horizontal version of our logo is preferred for all applications.
**Logo Variations**

- Use only white/light backgrounds
- For dark backgrounds

*The black logo is purely used for merchandise and should never be used for any print or digital format.*
Logo Usage

From the logo to Top edge space

From the logo to Right edge space

Minimum width
The logo minimum width is 110px or height 31px.

Maximum width
There is no maximum size defined for this logo.

Pantone
PANTONE 186C

Process coated
C0 M100 Y81 K4
C66 M59 Y55 K36

RGB
R227 G24 B55
R77 G77 B79

Hexa Code
#31837
#4d4d4f
Logo Usage

INCORRECT USAGE

**COLOUR SCHEME**
Do not use other colours

**DISPROPORTIONATELY SCALED**
Tech Mahindra logo should never be stretched disproportionately

**LOGO IN RED COLOR**
Tech Mahindra logo should never be presented in red color

**UNUSUAL ANGLE**
Do not use the Tech Mahindra logo other than horizontally positioned on the page

**TINTS, SHADES AND TRANSPARENCY**
Do not use tints, shades or transparency when reproducing the Tech Mahindra logo

**LOGO IN GRADIENT**
Tech Mahindra logo should never be presented in gradient colors

The examples shown above are of incorrect logo usage.
PARTNER LOGO USAGE

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from not being legible.

Tech Mahindra logo should always be used either in actual colour or in white. Ensure whenever the logo is used, it has to be visible clearly on all the backgrounds.

The minimum size is defined by the size of the “Tech Mahindra” (25 mm)
Event / Partnership Logo variations

When the primary logo or secondary logo is used in partnership with logos from other organizations, the Tech Mahindra isolation zone ( ) should be used with a thin line separator between the logos as shown in the example.
The colour palette remains the same as the one that was defined in 2011. Red is the colour that is more associated with Mahindra than any other brand in both Rural and Urban India.

The Rising Red is complimented by Cool Grey and Light Grey, which are neutral and can be used across applications, while Ivory and Ink Black have universal application.

Rising Red is the colour for both the Rising Beam and the Wordmark.
Thank You