# BRAND GUIDELINES

**TECH mahindra**

# OUR BRAND PROMISE

# CONNECTED WORLD. CONNECTED EXPERIENCES.

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** | **DESIGN EXPERIENCES** | **DIGITAL EXPERIENCES** |
|---|---|---|
| Intelligent symphony of technology platforms and solutions | Reinventing possibilities in the real and virtual world | 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!*

# Primary Logo

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.

**TECH mahindra**

# Logo Variations

**TECH**
**mahindra**

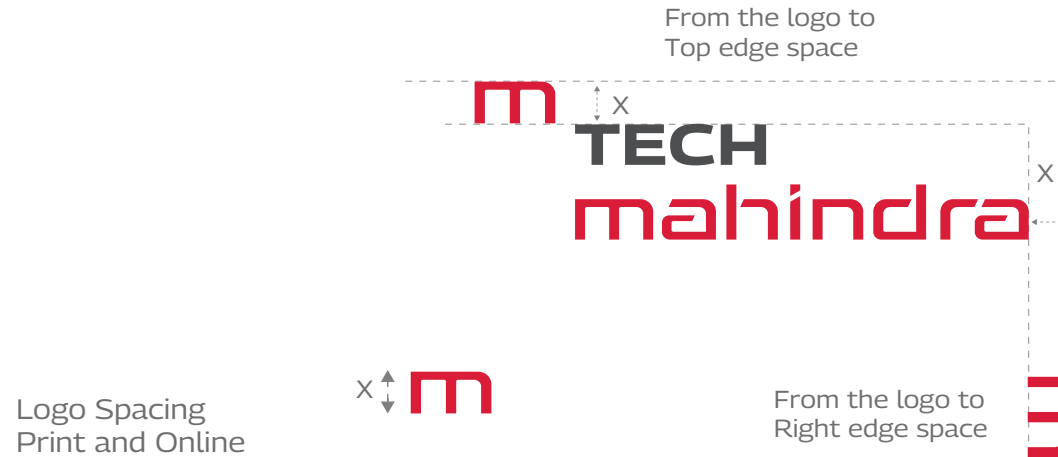Use only white/light backgrounds

**TECH**
**mahindra**

For dark backgrounds

**TECH**
**mahindra**

\* 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

X

**TECH**
mahindra

X

Logo Spacing
Print and Online

X  m

From the logo to
Right edge space

∃

**TECH**
mahindra

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

| | Pantone | PANTONE 186C | - |
|---|---|---|---|
| | Process coated | C0  M100  Y 81  K4 | C66  M 59 Y55  K36 |
| | RGB | R227  G24  B55 | R77  G77  B79 |
| | Hexa Code | #e31837 | #4d4d4f |

**TECH**
mahindra

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

# 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 tranparency 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

# Event Logo variations

## 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.
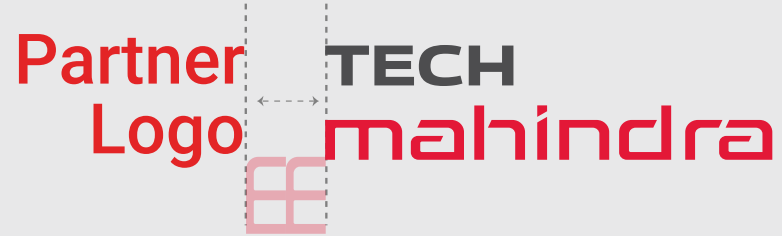
**Partner Logo | TECH mahindra**

25 mm

**Partner Logo | TECH mahindra**

The minimum size is defined by the size of the "Tech Mahindra" (25 mm)"

# Event / Partnership Logo variations

Partner Logo **TECH** mahindra

eg:    Partner Logo **TECH** mahindra

eg:    Partner Logo **TECH** mahindra

When the primary logo or secondary logo is used in partnership with logos from other organizations, the Tech Mahindra isolation zone ( m ) should be used with a thin line separator between the logos as showtn abovein the example.

# Colour
# Palette

# Primary Colours

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.

Rising Red
#E31837

CMYK 0 100 81 4
RGB 227 24 55
PANTONE 032 C

Steel Grey
#4d4d4f

CMYK 0 0 0 85
RGB 77 77 79

Ink Black
#231f20

CMYK 0 0 0 100
RGB 35 31 32

Light Grey
#e6e7e8

CMYK 0 0 0 10
RGB 230 231 232

White
#ffffff

CMYK 0 0 0 0
RGB 255 255 255

11

Thank You