

LOGO AND BRAND ELEMENTS BRAND GUIDELINES

December 2019

OUR BRAND PHILOSOPHY

CONNECTED WORLD. CONNECTED EXPERIENCES.

Our positioning represents the new connected world, offering innovative and customer-centric services and solutions integrating technology with business, thereby enabling Enterprises, Associates and Society to Rise™.

CONVERGENT EXPERIENCES

Intelligent symphony of technology platforms & solutions

DESIGN EXPERIENCES

Reinvent possibilities in real and virtual world!

DIGITAL EXPERIENCES

Will transform the way individuals and enterprises will live

PRIMARY LOGO

The Tech Mahindra logo is a wordmark with two colours.

The logo's wordmark is a fully customised font and is completely unique to us. 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.

The image shows the primary logo for Tech Mahindra. The word "Tech" is positioned above the word "Mahindra". "Tech" is rendered in a dark grey, sans-serif font with a slight serif and rounded edges. "Mahindra" is rendered in a vibrant red, sans-serif font with a slight serif and rounded edges. The two words are centered horizontally and stacked vertically.

LOGO VARIATIONS



Tech
Mahindra

Use only White / Light backgrounds



Tech
Mahindra

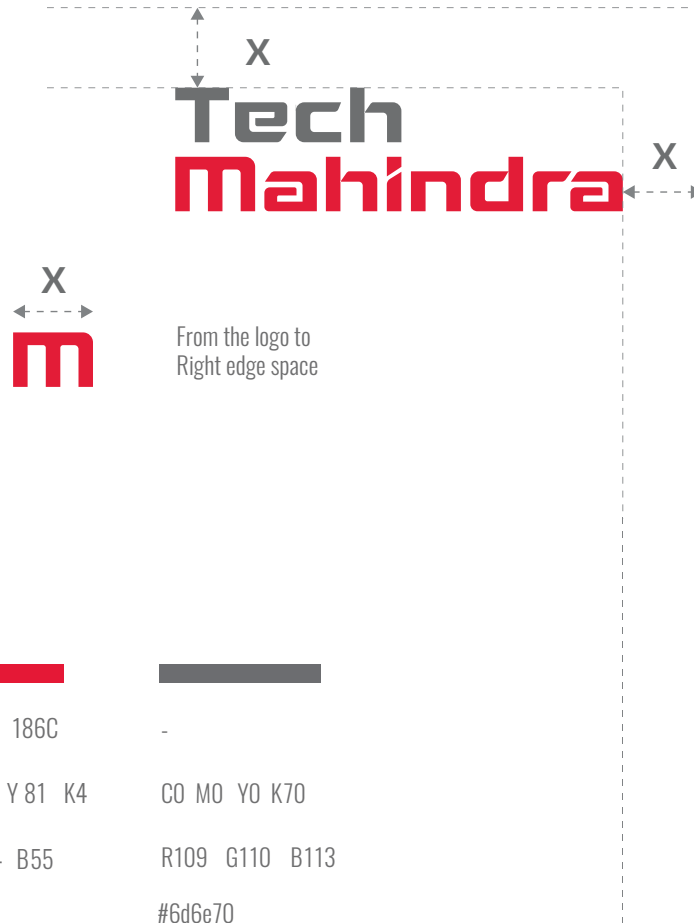
For dark backgrounds

Tech
Mahindra

* The black logo is purely used for merchandise and should never be used for any Print or Digital format

LOGO USAGE

Logo Spacing
Print and Online



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



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

LOGO VARIATIONS



Tech
Mahindra
Connected World. Connected Experiences.

Use only White / Light backgrounds

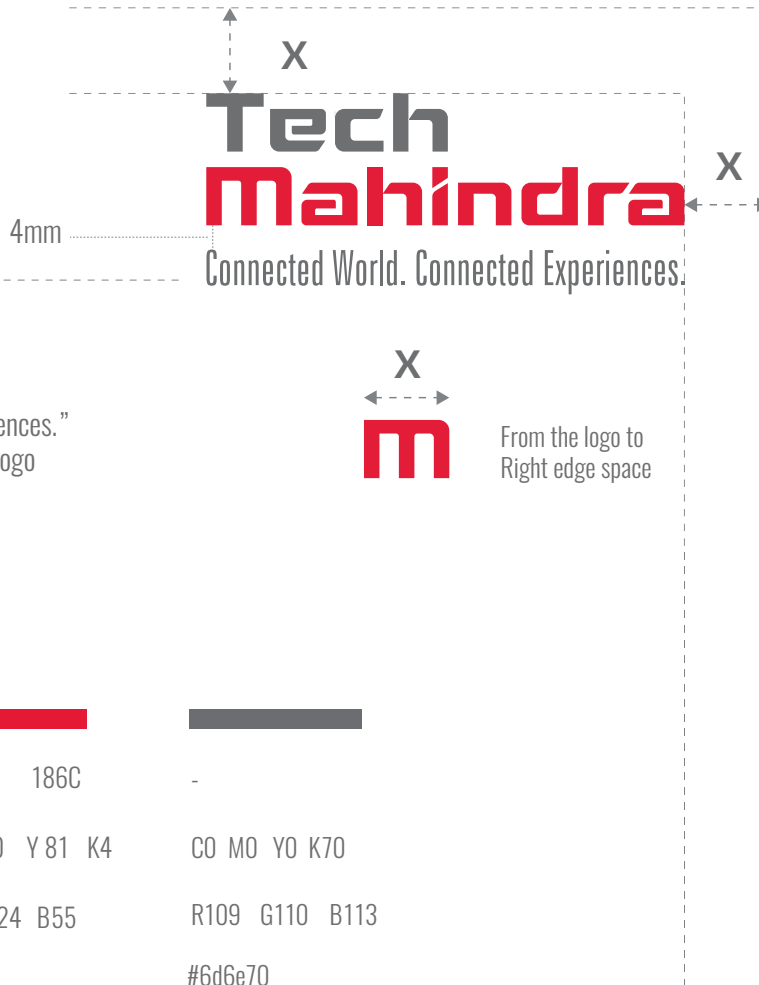


Tech
Mahindra
Connected World. Connected Experiences.

For dark backgrounds

LOGO USAGE

Logo Spacing
Print and Online



Our brand positioning line
"Connected World. Connected Experiences."
can also be used with our corporate logo
for all digital and print purposes only.

		
Pantone	PANTONE 186C	-
Process coated	CO M100 Y 81 K4	CO M0 Y0 K70
RGB	R227 G24 B55	R109 G110 B113
Hexa Code	#e31837	#6d6e70

**Tech
Mahindra**

Minimum width

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

When logo used in minimum width, CWCE should be used separately. Either it can come in the ridge or in the layout

**Tech
Mahindra**
Connected World. Connected Experiences.

Maximum width

There is no maximum size defined for this logo.

LOGO USAGE

COLOR VARIANTS ON DIFFERENT BACKGROUNDS



The examples shown above are of incorrect logo usage

INCORRECT USAGE

INCORRECT USAGE



COLOUR SCHEME
Do not use other colours



DISPROPORTIONATELY SCALED
Tech Mahindra logo should never be stretched disproportionately.



LOGO IN SINGLE LINE
Tech Mahindra logo should never be presented in single line.



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

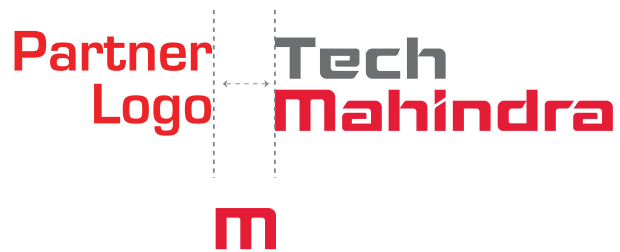


LOGO IN SINGLE LINE and TEXT
Tech Mahindra logo should never be presented in single line.

The examples shown above are of incorrect logo usage

EVENT'S LOGO VARIATIONS

PARTNER / EVENT LOGO USAGE



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 organisations the Tech Mahindra isolation zone (**m**) should be used with a thin line separator in between the logos as shown above in the example.

EVENT'S LOGO VARIATIONS

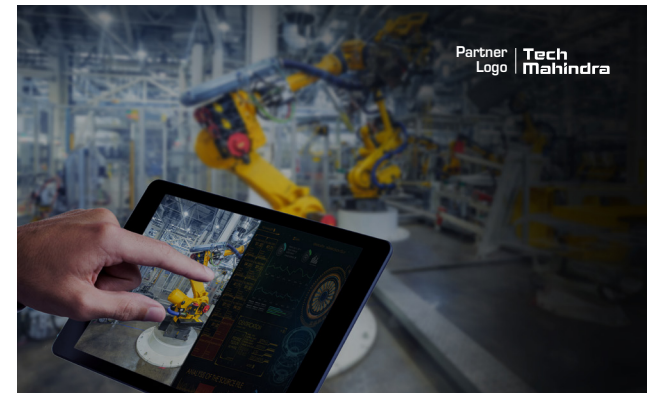
PARTNER LOGO USAGE

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.



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



BRAND ELEMENTS

Mahindra has a distinctive graphic device called the Ridge. It is used as a unifier across all Mahindra businesses. It is a pathway to achieving one's potential and aspirations. The Ridge appears on most touchpoints. It is a unique identifier for brand Mahindra.

TOP LEFT RIDGE



BOTTOM RIGHT RIDGE

**Never should use two ridges in single creative. Either you use Top Left Ridge or Bottom Right Ridge.*

BRAND ELEMENTS

1

Connected World.
Connected Experiences.

2

Connected World.
Connected Experiences.

3

Connected World. Connected Experiences.

4

Connected World.
Connected Experiences.

The brand line “**Connected World. Connected Experiences.**”

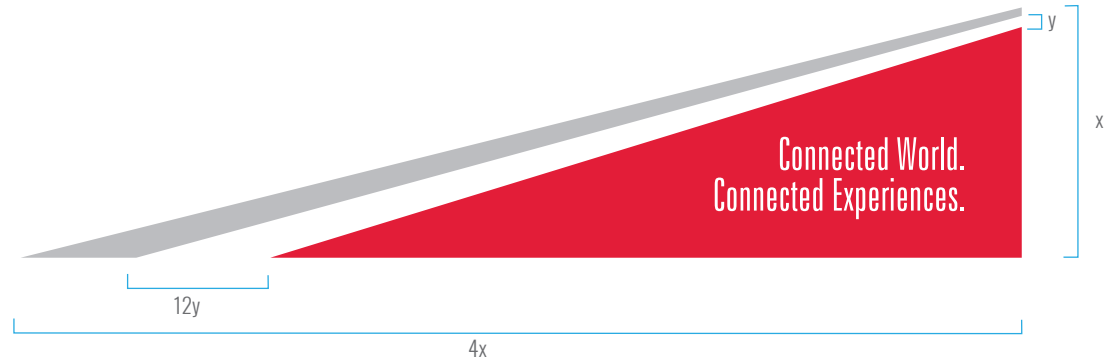
can be used in the above formats, depending on the layout. Brand line can be used only once in the artwork.

Option 1 and 2 should always be used inside the ridge element only. Option 3 and 4 can be placed in the layout at the bottom when only ridge element is used.

BRAND ELEMENTS USAGE

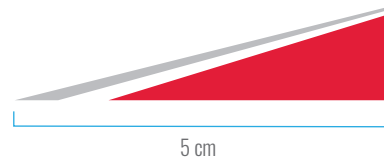
BOTTOM RIGHT RIDGE

Ridge: Structure + Proportions

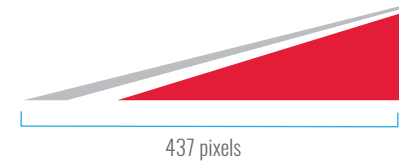


Minimum size

Print size



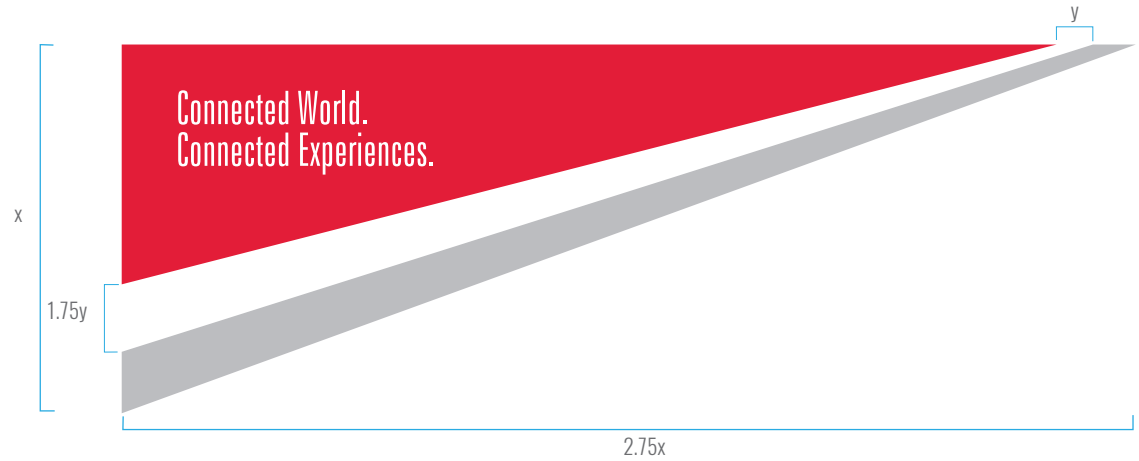
Screen size



BRAND ELEMENTS USAGE

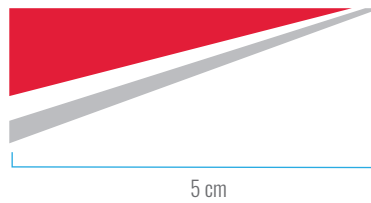
TOP LEFT RIDGE

Ridge: Structure + Proportions

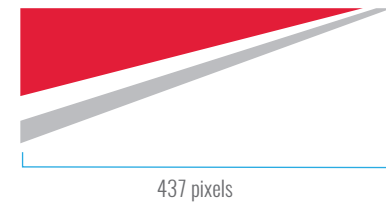


Minimum size

Print size



Screen size



BRAND ELEMENTS USAGE

011 Graphic Device

BOTTOM RIGHT THICK RIDGE

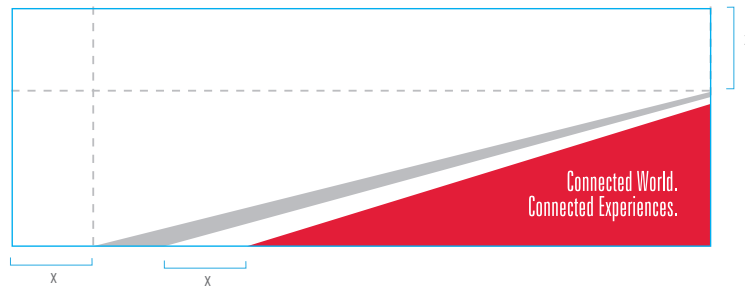


BRAND ELEMENTS USAGE

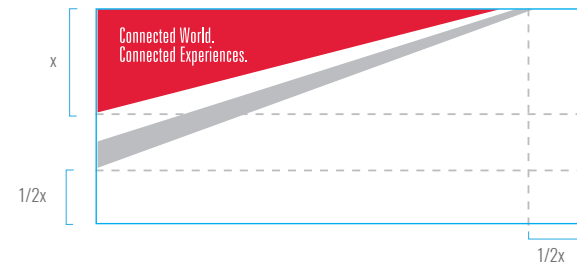
011 Graphic Device

Clear Space

BOTTOM RIGHT RIDGE



TOP LEFT RIDGE



To ensure the prominence and legibility of the corporate identity, space around the Ridge is required at all times. This invisible box should remain free from any other elements, such as imagery, typography and graphics devices. This is already built into the final artwork.

**Never should use two ridges in single creative. Either you use Top Left Ridge or Bottom Right Ridge.*

PERMUTATIONS



1. BOTTOM RIGHT RIDGE

Used as default
For e.g. on all stationery items, ads etc.

2. TOP LEFT RIDGE:

Used sparingly
For e.g. on signage, ads and PowerPoint™ etc.



3. BOTTOM RIGHT THICK RIDGE:

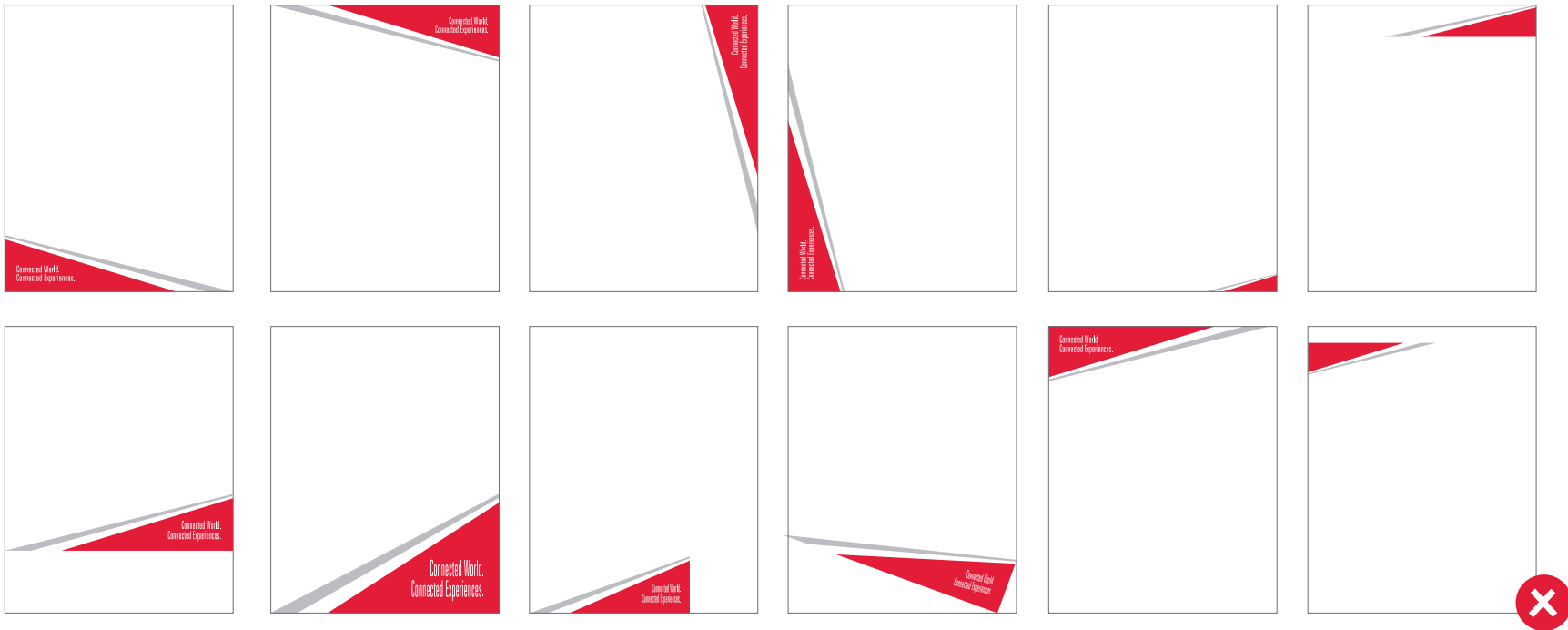
Used in exceptional cases
On collaterals where space is required for extra copy at the bottom; for e.g. print advertisements, standees, calendars etc.

**Never should use two ridges in single creative.
Either you use Top Left Ridge or Bottom Right Ridge.*

WRONG USE OF RIDGE ELEMENT

011 Graphic Device

Misuse of the Ridge





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