# Tech Mahindra
# Logo Usage
# Guidelines

V.01
October 2025

**TECH**
**mahindra**

# About this guideline

## Who is this guideline for?

This guideline is for anyone who needs to use the Tech Mahindra visual identity to represent our brand. If you're creating something that carries our name and logo, this is for you.

Our brand is a shared responsibility. When we all get it right, Tech Mahindra shows up as one coherent, unified force that people recognize and respect.

## What's inside?

The visual identity that defines us. Use this guide to make sure visual elements of our identity are used correctly and consistently across every touchpoint.

## How to use it?

This guide covers the fundamentals of our visual system, including logo usage, color palettes and spacing. Use this to understand how to implement the guidelines in multiple applications.

If you need additional information not found in this guideline, please see the contact page at the end of this document.

# Basic Elements
## Logo

This is Tech Mahindra's logo. It consists of the wordmark (Tech Mahindra) and a symbol.

The 'lozenge' symbol is a compact, dynamic interpretation of the Mahindra Group's iconic 'Rise' beam.

# TECH
# mahindra

**Mahindra red**
HEX #E31837
RGB 227-24-55
CMYK 0-100-81-4
PMS 186C

**Steel Grey**
HEX #4d4d4f
RGB 77-77-79
CMYK 0-0-0-85
PMS 7540C

# Basic Elements
## Logo

**Clear space**

The clear space for the logo is equal to the width of the "m". The logo should always be given appropriate clear space to avoid other graphic elements from encroaching and affecting its legibility.

**Minimum size**

Although there is no maximum size for our logo, it is important to have a minimum size so it is still legible and readable when reduced in size.

The minimum sizes for our logo in print applications is 10 mm width and on digital applications it is 30 px width.

Clear space

X

X

X

Symbol/Lozenge          Wordmark

Logo

Minimum size

30 px
10 mm

# Basic Elements
# Logo
# Colorways

These are the different colour versions of the logo that allow it to be applied to different background colours. These colours are indicated in the squares below each version.

## Color Positive

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| | White | | Clarity red |
| --- | --- | --- | --- |
| | Clarity grey 1 | | Clarity grey 2 |

## Color Negative

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| | Impact red | | Blueprint navy | | Anchor grey 1 | | Anchor grey 2 |
| --- | --- | --- | --- | --- | --- | --- | --- |

## Monochrome positive red

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| | White |
| --- | --- |

## Monochrome red negative

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| | Mahindra red |
| --- | --- |

## Monochrome positive black

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| | White |
| --- | --- |

# Basic Elements
## Color palette

**Primary palette**

**White**
Hex #FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

**Clarity Red**
Hex #F8B4A3
RGB 248-180-163
CMYK 0-35-30-0
PMS

**Clarity Grey 1**
Hex #F6F2EA
RGB 246-242-234
CMYK 0-0-5-7
PMS 50% COOL GREY 1C

**Mahindra Red**
Hex #E31837
RGB 227-24-55
CMYK 0-100-81-4
PMS 186 C

**Clarity Grey 2**
Hex #E5DFD3
RGB 229-223-211
CMYK 0-0-10-15
PMS COOL GREY 1C

**Steel Grey**
HEX #4d4d4f
RGB 77-77-79
CMYK 0-0-0-85
PMS 7540C

**Anchor Grey 1**
Hex #4A453D
RGB 74-69-61
CMYK 0-10-10-75
PMS 405C

**Impact Red**
Hex #5F0229
RGB 95-2-41
CMYK 25-100-50-55
PMS 1955C

**Anchor Grey 2**
Hex #29251D
RGB 41-37-29
CMYK 70-70-70-80
PMS BLACK 7C

**Blueprint Navy**
Hex #0A0838
RGB 10-8-56
CMYK 100-100-0-45
PMS 2755C

# Layout System
## Logo mechanics

The location of the logo will depend on how each composition is created. To position the logo, the following guidelines should be followed:

**Options:**

1.  By default, the logo should be placed in one of the corners of the canvas.
2.  If there are lines or shapes in the composition, it is possible to align the logo accordingly.
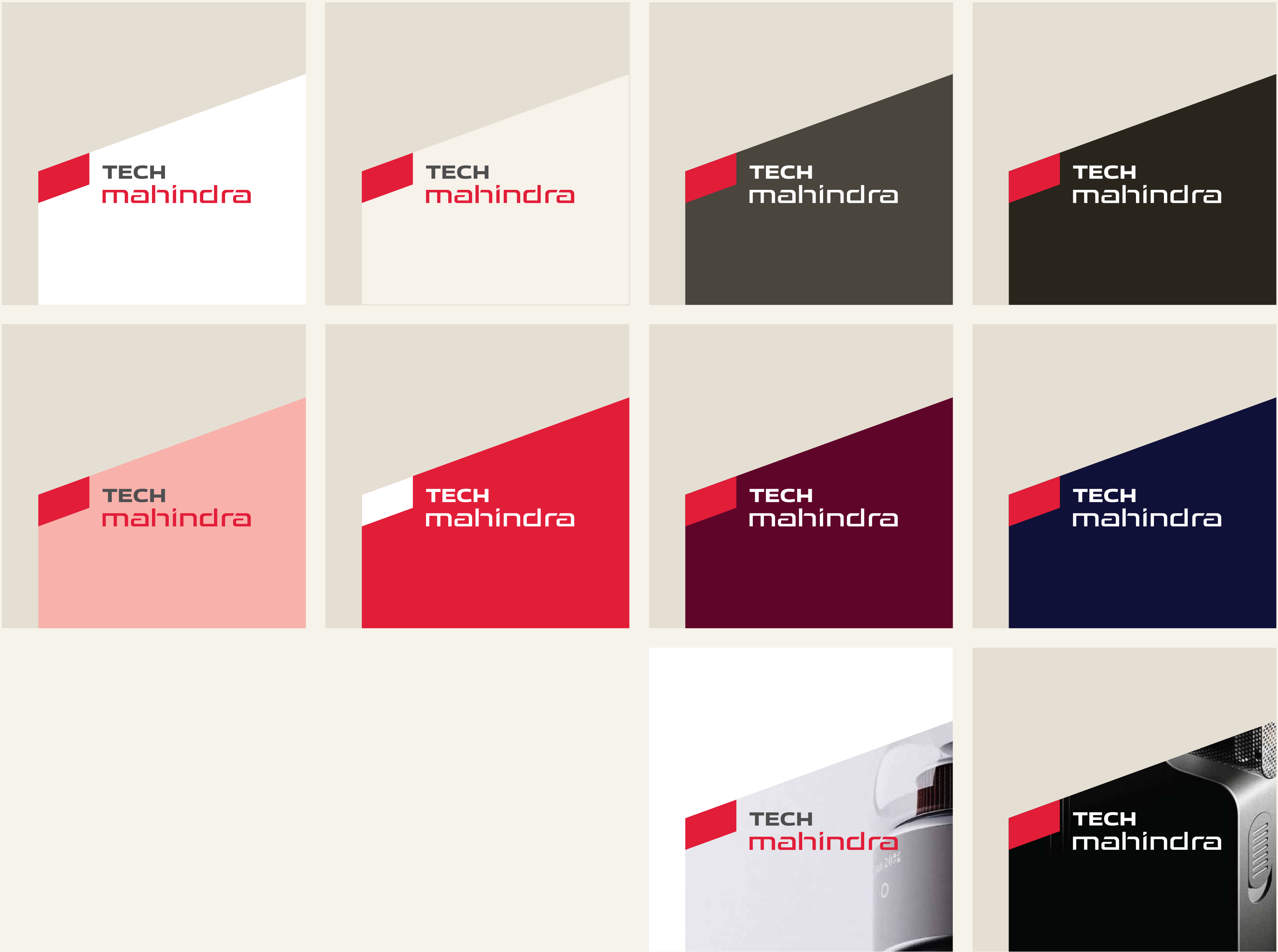
By default the logo must be located on a corner
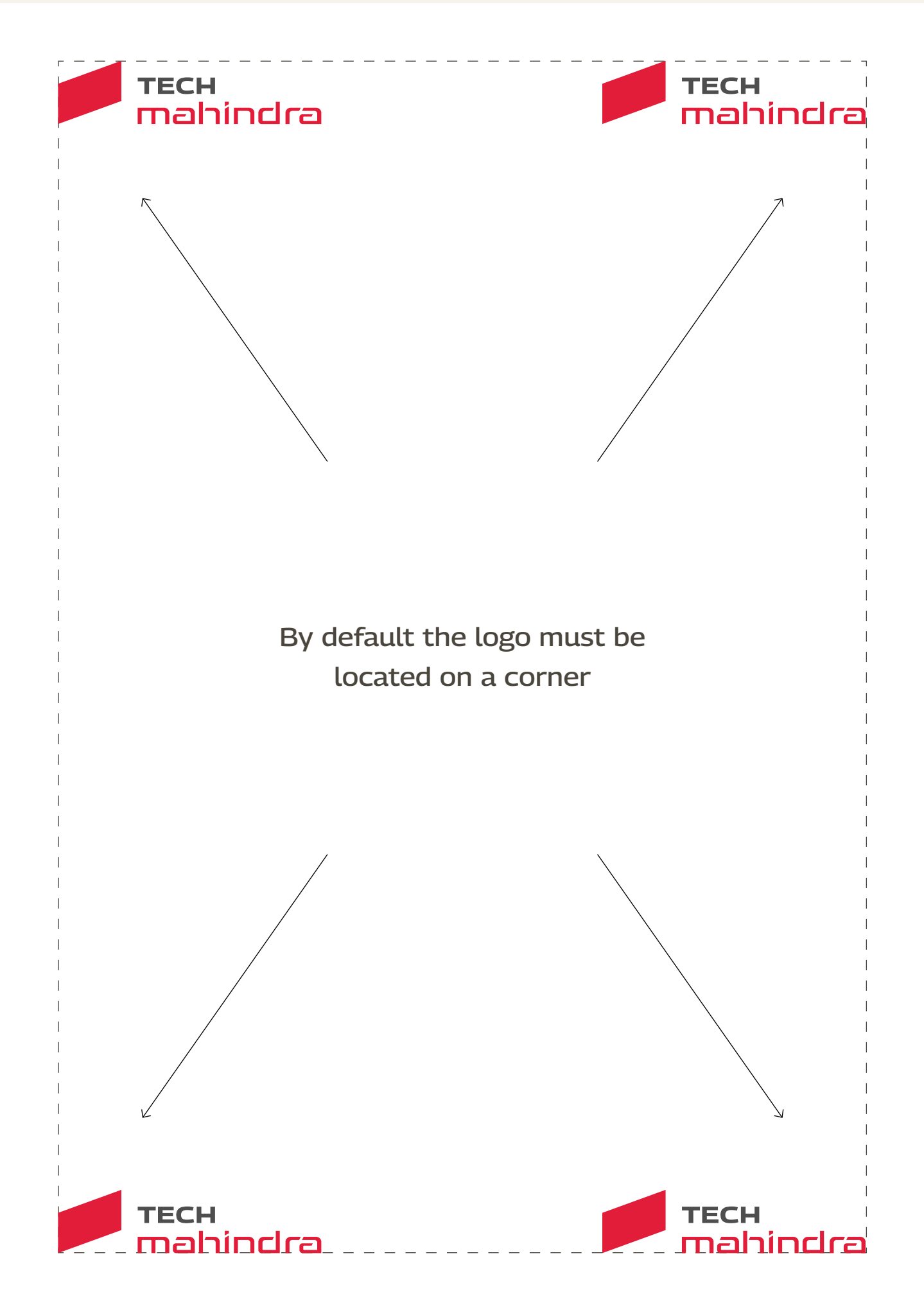
## Layout System
## Logo mechanics

To apply the logo to coloured shapes, the logo versions defined for each background colour must be used. When using photography, the light and dark versions should be carefully selected for best legibility.

## Further information

If you have questions or comments, please contact:

**Brand Marketing**
Brand.Marketing@techmahindra.com

**Important!**
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