

HAPPIEST MINDS

LOGO USAGE

GUIDELINES

ABOUT THIS MANUAL

The Brand Guidelines have been developed through a collaborative process between the leaders and the marketing team at Happiest Minds. Contained in this manual are the rules, tools, and resources to build a consistent brand for Happiest Minds in our everyday activities. Complying with these standards ensures our communications reflect a consistent identity across all channels and communication interactions.

Please reach out to us at brand@happiestminds.com for any clarifications or guidance required in the execution of these guidelines.

COMPANY INFORMATION

Happiest Minds Technologies Limited (NSE: HAPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/ augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry groups: Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bengaluru, India with operations in the U.S., UK, Canada, Australia, and the Middle East.

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1. THE LOGO

Our logo is designed in the ratio of 3:1 – width to height.

The logo is available in three variants. Color, full black, full white.






2. BREATHING SPACE

It is necessary for any logo to have a visual relief around it. The clear space around the logo cannot be shared with any other elements of the creative.



3. LOGO COLORS

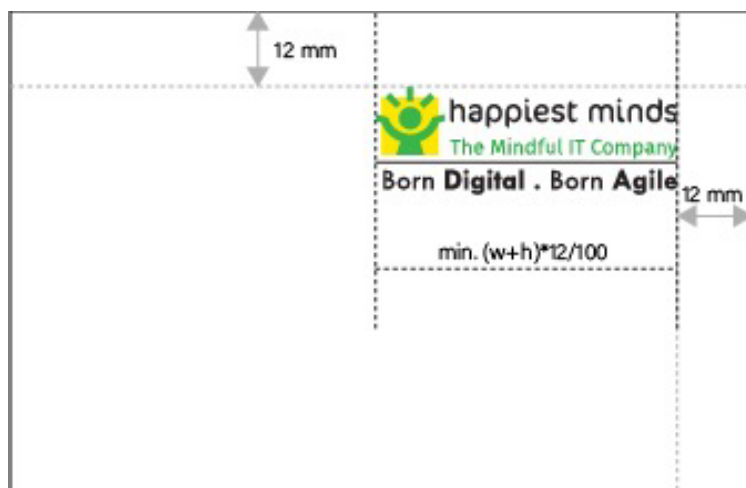


	CMYK - 75, 0, 100, 0 RGB - 58, 181, 74 HEX - #3AB54A Pantone - 361C
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4. SIZE AND POSITION

The width of the logo should be at least 12% of the sum of the width and height of the creative - $(W+H)*12/100$. To get the focus of attention, it is always preferred to place the logo on the top right corner with a minimum distance of 12mm from the edges.



For certain layouts, the logo can be placed on the top left corner.

5. SECONDARY LOGOS

While using logos of other companies, we must keep in mind that Happiest Minds Logo should not lose its prominence and position. All logos of external agencies must be approved for usage and should follow the guidelines mentioned in this document, unless specified. The width/height of the external logo should be in-tune with that of Happiest Minds Logo on the creative. It is also necessary to add a disclaimer stating the logo ownership whenever external logos are used.



6. LOGO BACKGROUNDS

The Happiest Minds Color logo should always be used on a white background with the above-mentioned breathing space. Usage of the white logo and black logo should be limited and used only if necessary.



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7. IMPROPER USAGE EXAMPLES

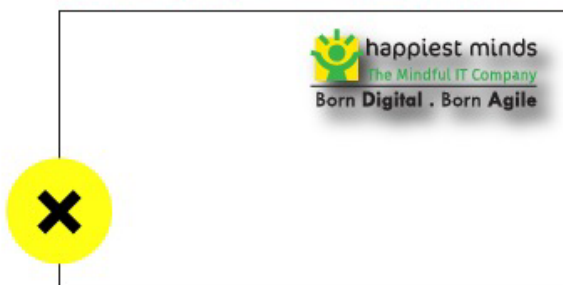
The logo cannot be placed on any colors besides the ones specified in this document.

The logo cannot be placed on a gradient.

Do not use the logo on top of noisy backgrounds including images, patterns and textures.

Do not add add effects like drop-shadows, embossing, vignette or gradients to the logo.

The logo is a fixed unit. It cannot be split, spread, stretched, or presented in any other form than those prescribed in this document.



For more details, write to brand@happiestminds.com