

01A New Wordmark

Mahindra

Our new wordmark is balanced and progressive. It balances the edge and the curve, the grid and the flow, the positive and negative spaces. It is spirited enough to capture the essence of the brand, and open enough to assimilate newer businesses that might join Mahindra in the future.

01B Millennium Logo

The familiar Millennium logo is now a mobility product badge and not a corporate logo.



01B Millennium Logo

Variations of the Millennium logo



Chrome, on vehicles

01C Tagline

Rise.

01C Tagline

Old lockup



New lockup





**ENERGETIC
RED**

01G Colour Palette

PRIMARY



Energetic Red
Power, Energy,
Action

Pantone

PANTONE 186C

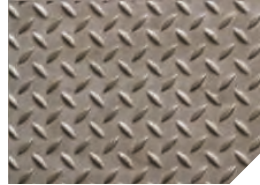
Process coated

CO M100 Y81 K4

RGB

R227 G24 B55

SECONDARY



Cool Grey
Timeless, Practical,
Solid

-

CO M0 Y0 K70

R109 G110 B113

TERTIARY



Sunrise Orange
Joyful, Friendly,
Stimulating

PANTONE 152C

CO M51 Y100 K1

R243 G144 B29

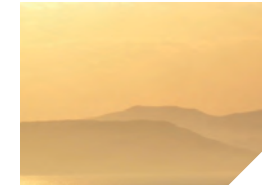


Bark Brown
Growth, Ambitious,
Renewal

PANTONE 478C

C40 M86 Y100 K30

R124 G53 B32



Horizon Dusk
Modern, Warm
Safe

PANTONE 1365C

CO M29 Y72 K0

R253 G188 B95

CMYK is a technical term used in most printing specifications. It refers to: Cyan, Magenta, Yellow and Black, which are the colours mixed and used in print.

RGB is a technical term used in most digital format specifications. It refers to: Red, Green and Blue, which are the colours mixed for digital imagery.

01G Colour Palette

Usage on different backgrounds

Mahindra
Rise.

Mahindra
Rise.

Mahindra
Rise.

Mahindra
Rise.