

# LOGO ELEMENTS & USAGE

Logo Elements

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The Birlasoft logo is a carefully handcrafted wordmark. It comprises of 'Birlasoft' written in customized typography and rendered in our primary brand colors.

This logo must only be reproduced from the master artworks that are available with the corporate communications team.

birlasoft Logotype

Birlasoft proudly carries the legacy of CK Birla Group. The parent logo can be used as a part of Birlasoft logo only in the prescribed size, color and placement.

This logo must only be reproduced from the master artworks that are available with the corporate communications team.

birlasoft

Logotype



Parent Group Logo

Centrally aligned with the Master Logo

# INCORRECT USAGE

Given below are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for proper check and controls while using the logo.



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✘ Do not condense or stretch the logo



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✘ Do not condense or stretch the logo



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✘ Do not change the color order or add new color



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✘ Do not change the typeface of the logo



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✘ Do not change position or font of the parent logo



*birlasoft*

✘ Do not skew the logo



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✘ Do not outline any element of the logo



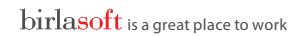
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✘ Do not change the logo colors



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✘ Do not add any special effects to the logo



birlasoft is a great place to work

✘ Do not use the logo as part of a sentence

# LOGO ON BACKGROUNDS: PRIMARY USE

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The Birlasoft Logo, in all its permitted version, must always appear on a white background.



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CK BIRLA GROUP

## LOGO ON BACKGROUNDS: SECONDARY USE

There are situations where logo has to be used on background, in that case the logo can be used on light gray (10-15 % Black).

There are situations where a reversed version of the logo is needed for packaging or other business collateral, for that a reverse version of the logo can be used. The reverse version is restricted only to brand colors Dark Gray and Red as shown. It is not permitted to use the logo on any other background color as well as an image.



# LOGO ON BACKGROUNDS | INCORRECT USAGE

## DO NOT



✘ Do not use the logo on any background other than white



✘ Do not use the logolike this as CK Birla Group Logo is overpowering & red on grey has low contrast



✘ Do not use the logo enclosed in a shape



✘ Do not change the colors of the logo



✘ Do not use the logo on any texture or gradient



✘ Do not use the logo enclosed in a shape



✘ Do not use the logo on images that affect readability of the logo

# LOGO ON BACKGROUNDS | CORRECT USAGE

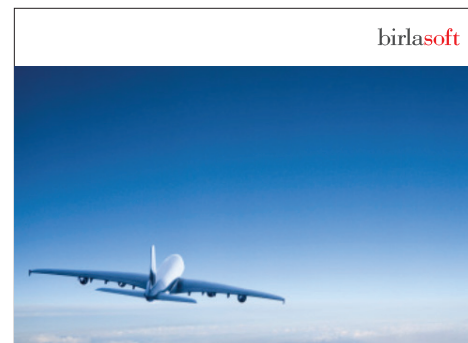


- ✓ Use the logo only on white background

In instances where the logo appears over an image, such as advertisement, brochure, etc:



- ✓ A. use the logo in a white band under the image



- ✓ B. use the logo in a white band above the image



- ✓ C. use the logo on white or neutral and passive areas of the image



# LOGO SIZES

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## Maximum Size

There is no limit on the maximum size to which the logo can be used. Large sizes are generally used for applications like signages, billboards, equipment, site branding, etc.

## Minimum size

Under no circumstances should the Birlasoft logo ever be reproduced in sizes smaller than what is prescribed below.

### Master Logo

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The Birlasoft logo consists of the word "birlasoft" in a lowercase, sans-serif font. The letters "b", "i", "l", "a", "s", "o", and "f" are in black, while "r", "l", and "t" are in red. A thin black horizontal line is positioned directly below the text.

Width not less than 20 mm

### Logo with Parent Group Logo

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The Birlasoft logo is displayed with the parent group logo below it. The parent group logo is a small red icon resembling a stylized "C" or "G" followed by the text "CK BIRLA GROUP" in a small, uppercase, sans-serif font. A thin black horizontal line is positioned below the entire logo assembly.

Width not less than 25 mm

# EXCLUSION ZONE & CLEAR SPACE

Always keep a clear space around the logo, free from disturbing elements. To calculate the exclusion zone, use the letter 'b' from the logo and leave a uniform area equal to its height around all four sides of the logo. This ensures the logo is never compromised by any other graphic, typography or imagery.

# [ birlasoft

**Do not** bring any elements within the exclusion zone.

**Do not** put the logo at the edge of any document.



## Master Logo



## Logo with CK Birla Group Logo



Space between logo and CK Birla Group logo = height of 'b' scaled down to 20%

THANK YOU