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01. INTRODUCTION

Hexaware is a fast-growing automation-led next-generation service provider delivering excellence in IT, BPO and Consulting services. Backed by deep domain expertise and strong technology innovation, the company’s mission is to transform how IT services are delivered and be the first IT services company in the world where half the workforce is digital.

Hexaware’s three-pronged strategy of Automate Everything®, Cloudify Everything® and Transform Customer Experiences® endeavors to leverage human-machine collaboration to solve complex business problems using human creativity and intellect. The organization enables future-ready organizations and market leaders to achieve agility, resilience and business transformation with sustainable cost takeout outcomes. The core focus is on creating lasting business value by helping clients offer touchless immersive customer experiences powered by strategic cloud computing and digital leapfrogging.

Hexaware’s latest logo largely represents the company’s fearless attitude that challenges the conventional and looks forward to amplifying human potential using emerging technologies and digital innovation. It also projects a fresh, passionate, energetic and youthful visage, backed by its strong legacy of thought leadership and diverse culture. This brand guide details various visual aspects like typefaces, color palettes, and usage requirements that deeply articulate the company’s core values and unique aspects like human intellect and digital technology.
02. LOGO OVERVIEW

LOGO COMPOSITION

\[ \text{Hexaware} \quad = \quad \text{Grow} \quad + \quad \text{Digital} \quad \text{Human Collaboration} \]

GRAPHOLOGICAL INTERPRETATION

\[ \text{Hexaware} \quad = \quad \text{Grow} \quad \text{Digital} \quad \text{Human Collaboration} \]

LOGO CONSTRUCT

The logo is constructed from a combination of lines and circles. The central part of the logo (i) is a circle placed over a straight line. This represents a simplified form of the human body signifying individuality and leadership. The human form is seen coinciding with 1&0, which represents the basis of all digital technology. The coinciding shapes indicate a strong collaboration between human intellect and digital technology.
02. LOGO OVERVIEW

The logo begins with a combination of two lines perpendicular to each other- forming a ‘+’ (plus) symbol. The plus symbol represents value addition, indicating our corporate strategy i.e. ‘Growing Digital’.

All elements have been formed to come together as the letter ‘H’- representing Hexaware. The edges of all the elements have been curved, to represent fluidity and modernism. The slanted form represents the fearless attitude of Hexaware by challenging the conventional and striding into the future.

(In its entirety, the logo is designed to depict the collaboration between digital technology and human labour)
The logo can be used in multiple forms. The basic forms are Brandmark + Wordmark and just the Brandmark. Any version of the logo can be used in its primary version, grayscale version, light background version or dark background version as shown below.
04. LOGO OPTIONS

- Grayscale Version - Vertical
- Primary Version - Horizontal
- Dark Background Version - Vertical
- Dark Background Version - Horizontal
The primary mark is the full colour rendered version of the Hexaware logo. The Brandmark can also be used in individual shades of primary colours as shown below.

04. LOGO OPTIONS - BRANDMARK

- PRIMARY MARK
- LIGHT BACKGROUND MARK
- DARK BACKGROUND MARK
- SECONDARY MARK
- SECONDARY MARK
- SECONDARY MARK
The minimum logo size should never be rendered below 1 inch in width (or 72 pixel width for web-based applications). Use the minimum size logo when a layout or application has space restrictions.
04. LOGO OPTIONS: CO-BRANDING

WITH SINGLE PARTNER

WITH DUAL PARTNERS

WITH MULTIPLE PARTNERS
The sub-brand unit of the Hexaware logo incorporates the name within the logo. The name of the sub-brand appears between the logomark and the yellow sub-unit of the logomark to represent integration and harmony.

The sub-branding needs to adhere to the following guidelines:
  The Hexaware Logomark needs to be used either as a suffix or a prefix (as shown right).
  The Sub-brand needs to be written in Lato Black (All Caps) with a shear angle of 11°.
  The tagline needs to be right-aligned and should be written in Lato Regular (Title Case).
The clear space defines the minimum amount of space required around the logo at all times. The clear space ‘2x’ around all logo versions (with and without the image background) is defined by the diameter of the symbol in the logo type. This space requirement ensures that the logo is accurately and consistently placed on a layout. Furthermore, the clear space preserves the logo’s legibility and clarity.
06. INCORRECT USAGE

- Do not change the logo colours.
- Do not stretch or skew the logo.
- Do not rotate the logo.
- Do not place the primary logo on any dark background.
- Do not place the logo on a cluttered background.
07. LOGO OPTIONS: PLACEMENT

The Hexaware logo can be placed only towards the right side of the page to compliment the logo slant and the corporate philosophy of forward motion.
Aftermarket Network has adopted a new look for its Hexaware logo. The new logo is a representation of the company's commitment to provide innovative and cost-effective solutions. The logo is designed to be visually engaging and immediately recognizable, with a modern and professional appearance.

The colors of the Hexaware logo are blue, yellow, and red. Blue is used to represent trust and stability. Yellow is used to represent energy and excitement. Red is used to represent passion and determination. These colors are chosen to convey the values and mission of the company.

08. COLOUR PALETTE

The colours of the Hexaware logo are blue, yellow and red. The blue colour has been retained to continue the legacy of the brand but has been revamped to give the logo a fresh, passionate and energetic look. The red colour has been rendered to the human head to represent fearlessness. The yellow colour indicates youthfulness and passion.

PRIMARY COLOUR PALETTE

<table>
<thead>
<tr>
<th>Hexaware Colour</th>
<th>Hex Code</th>
<th>CMYK</th>
<th>PMS Colour</th>
<th>CMYK</th>
<th>PMS Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>#0F5AAB</td>
<td>R : 0 G : 90 B : 171</td>
<td>C : 95 M : 70 Y : 0 K : 0</td>
<td>PMS 2935 C</td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td>#FFB81A</td>
<td>R : 255 G : 184 B : 26</td>
<td>C : 0 M : 31 Y : 98 K : 0</td>
<td>PMS 1235 C</td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td>#EB2A2E</td>
<td>R : 238 G : 41 B : 47</td>
<td>C : 0 M : 96 Y : 89 K : 0</td>
<td>PMS 1788 C</td>
<td></td>
</tr>
</tbody>
</table>
## 08. COLOUR PALETTE

### SECONDARY COLOUR PALETTE

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>Hex</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>#45BA84</td>
<td>#45BA84</td>
<td>0</td>
<td>206</td>
<td>137</td>
<td>0</td>
<td>70</td>
<td>65</td>
<td>0</td>
</tr>
<tr>
<td>#F3E424</td>
<td>#F3E424</td>
<td>252</td>
<td>109</td>
<td>29</td>
<td>0</td>
<td>0</td>
<td>99</td>
<td>0</td>
</tr>
<tr>
<td>#FFFDFF</td>
<td>#FFFDFF</td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>#1E252B</td>
<td>#1E252B</td>
<td>29</td>
<td>47</td>
<td>33</td>
<td>0</td>
<td>80</td>
<td>68</td>
<td>67</td>
</tr>
<tr>
<td>#82C93</td>
<td>#82C93</td>
<td>130</td>
<td>140</td>
<td>147</td>
<td>0</td>
<td>52</td>
<td>38</td>
<td>35</td>
</tr>
<tr>
<td>#DAE5E5</td>
<td>#DAE5E5</td>
<td>218</td>
<td>226</td>
<td>229</td>
<td>0</td>
<td>13</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

The PMS values are as follows:
- PMS 7479 C
- PMS 165 C
- PMS 433 C
- PMS 649 C
Lato is a sans-serif typeface family. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Lato consists of nine weights (plus corresponding italics), including a beautiful Hairline style.

<table>
<thead>
<tr>
<th>CAPITAL CASE</th>
<th>SMALL CASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O P</td>
<td>a b c d e f g h i j k l m n o p</td>
</tr>
<tr>
<td>Q R S T U V W X Y Z</td>
<td>q r s t u v w x y z</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NUMBERS</th>
<th>GLYPHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 1 2 3 4 5 6 7 8 9</td>
<td>! @ # $ % ^ &amp; * () + - . /</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE WEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Black</td>
</tr>
<tr>
<td>A Heavy</td>
</tr>
<tr>
<td>A Bold</td>
</tr>
<tr>
<td>A Black Italic</td>
</tr>
<tr>
<td>A Heavy Italic</td>
</tr>
<tr>
<td>A Bold Italic</td>
</tr>
<tr>
<td>A Semibold</td>
</tr>
<tr>
<td>A Medium</td>
</tr>
<tr>
<td>A Regular</td>
</tr>
<tr>
<td>A Semibold Italic</td>
</tr>
<tr>
<td>A Medium Italic</td>
</tr>
<tr>
<td>A Italic</td>
</tr>
<tr>
<td>A Light</td>
</tr>
<tr>
<td>A Light Italic</td>
</tr>
<tr>
<td>A Thin</td>
</tr>
<tr>
<td>A Thin Italic</td>
</tr>
<tr>
<td>A Hairline</td>
</tr>
<tr>
<td>A Hairline Italic</td>
</tr>
</tbody>
</table>
10. USE OF TYPOGRAPHY

SAMPLE TEXT

Headline: Lato Black

Lorem Ipsum is simply dummy text of the printing and typesetting industry

Sub-head: Lato Italic

Lorem Ipsum is simply dummy text of the printing and typesetting industry

Lead-In/Pull Quote: Lato Bold

Lorem Ipsum is simply dummy text of the printing and typesetting industry

Body: Lato Regular

Lorem Ipsum is simply dummy text of the printing and typesetting industry
11. TYPOGRAPHY: WEBSITE

BRAND TYPEFACE - Playfair Display (For Web)

Playfair is a serif typeface family. Together with developments in printing technology, ink, and paper making, it became to print letterforms of high contrast and delicate hairlines that were increasingly detached from the written letterforms.

<table>
<thead>
<tr>
<th>CAPITAL CASE</th>
<th>SMALL CASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>abcdefghijklmnop</td>
</tr>
<tr>
<td>QRSTUVWXYZ</td>
<td>qrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0123456789</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GLYPHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>!@#$%^&amp;*(_+-=.,/</td>
</tr>
</tbody>
</table>
11. TYPOGRAPHY: WEBSITE

BRAND TYPEFACE - Heebo (For Web)

Heebo is a Hebrew and Latin typeface family, which extends Christian Roberton's Roboto Latin to Hebrew. The Hebrew was drawn by Oded Ezer and the font files were mastered by Meir Sadan.

CAPITAL CASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SMALL CASE

abcdefghijklmnopqrstuvwxyz

NUMBERS

0123456789

GLYPHS

!@#$%^&*()_+-=.,/;'":

TYPE WEIGHTS

A Regular  A Medium  A Bold  A Black
When tracking is correct, the reader won’t even notice.

Tracking that is too loose leaves too much space between letters.

Tracking that is too tight leaves too little space between letters.

Correct letter spacing, called ‘tracking’, is needed to make the type easy to read. The Lato Family should always be tracked slightly tighter than the default setting.
The way we use typography is crucial to making our designs look thoughtful and professional. Use the following tips to make sure the typography is consistent. Line spacing, called 'leading', is critical to set a professional typography that is easy to read. Leading should be set tight, but not too tight. The Lato Family generally looks best with leading set slightly loose.

Leading that is too loose leaves too much pause between lines. ❌
50 pt. type / 60 pt. leading

Leading that is too tight leaves too little pause between lines. ❌
50 pt. type / 45 pt. leading

When leading is correct, the reader won’t even notice. ✔
50 pt. type / 52 pt. leading
13. BRAND LANGUAGE & ICONOGRAPHY

[Various icons and symbols are shown, including plus signs, crosses, arrows, and abstract shapes in different colors.]
13. BRAND LANGUAGE & ICONOGRAPHY
13. BRAND LANGUAGE & ICONOGRAPHY
13. BRAND LANGUAGE & ICONOGRAPHY
13. BRAND LANGUAGE
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Navi Mumbai - 400 710

For any brand assets refer to the Hexaware Art Files.