

# Brand Color Guidelines

## GENESIS / COLOR PALETTE ( PRIMARY )

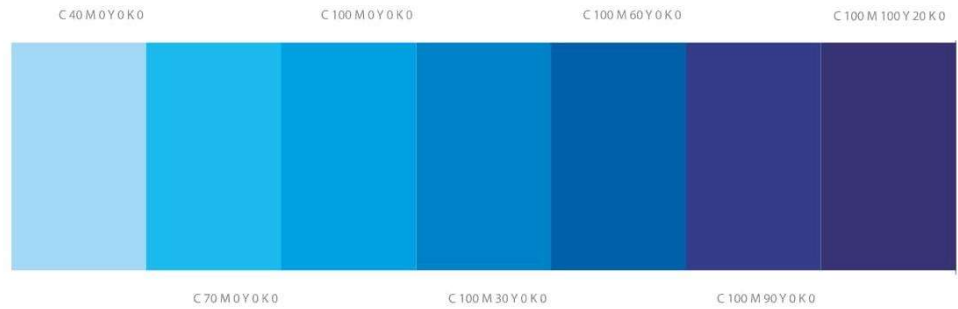
PANTONE  
2727C

CMYK  
C 90  
M 60

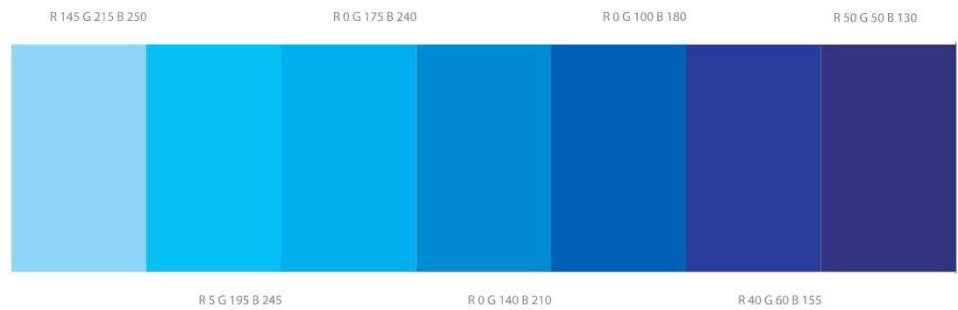
RGB  
R 51  
G 51  
B 153

# GENESIS / COLOR PALETTE ( SECONDARY )

## SECONDARY COLORS IN CMYK



## SECONDARY COLORS IN RGB



THIS GUIDELINE SHEET  
SUPERCEDES ALL  
PREVIOUS GUIDELINES

## TECHNICAL GUIDELINES FOR THE IMPLEMENTATION OF THE TATA GROUP CORPORATE IDENTITY

### BASIC ELEMENTS

#### TATA CORPORATE COLOUR PALETTE

##### Principles

As part of the overall visual identity, Tata has a palette of four colours. Tata blue is the corporate colour, Tata yellow, green and red are the three secondary colours.

In addition to the Tata marks, the purpose of the colour palette is to give a consistent look and feel providing a common thread to the wide range of applications in use by Tata.

In lieu of the Tata colours specified throughout these guidelines, you may use the PANTONE® colours shown here, the standards for which are shown in the current edition of the PANTONE Colour Formula Guide.

Tata blue is used for reproducing the 'Tata Group Composite Mark,' 'Tata Group Company Mark,' 'A Tata Enterprise' and 'A Tata Product'. Tata blue may also be used as a background colour in brochures, as a highlight colour on charts and graphs and may be used in duotone images

**Colour swatches must always be used to match to when reproducing the Tata blue.**

##### Secondary colours

Three secondary colours complementary to the Tata blue are used to extend the palette. Each colour may be used as a background colour in brochures, website and other publications, as a highlight colour on charts and graphs, as a colour coding device in product brochures and on packaging. Each colour may also be used in the form of a duotone image.

Colour swatches must always be used to match to when reproducing the Tata yellow, green and red.

*Pantone® is a registered trademark of Pantone, Inc*

<b>Tata Blue</b> Pantone® 2727c	<b>Process colour</b> 90% cyan 60% magenta	<b>RGB</b> R 51 G 51 B 153	<b>HEX</b> # 333399
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<b>Tata Yellow</b> Pantone® 137c	<b>Process colour</b> 50% magenta 100% yellow	<b>RGB</b> R 255 G 153 B 0	<b>HEX</b> # FF9900
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<b>Tata Red</b> Pantone® 032c	<b>Process colour</b> 100% magenta 90% yellow	<b>RGB</b> R 255 G 0 B 0	<b>HEX</b> # FF0000
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<b>Tata Green</b> Pantone® 361c	<b>Process colour</b> 90% cyan 90% yellow	<b>RGB</b> R 0 G 153 B 0	<b>HEX</b> # 009900
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