

Logo guidelines

This guide provides an overview of the Tata Consultancy Services logo usage requirements

TCS logo versions

The preferred version of the TCS logo is the white variant. Use it wherever possible to maintain a clean, modern, and consistent brand presence. If the background is too light for the white logo to remain legible, use the black variant as a fallback.



White logo (preferred). Use on dark or high-contrast backgrounds.



Use black logo when background is too light for the white version.

Clear space and minimum sizes

To ensure legibility and maintain the integrity of our logo, always follow clear space and minimum size guidelines.

A clear space (exclusion zone), equal to the height of the word ‘Tata’ in the logo must be maintained around all logo variants to protect visibility and impact.



Clear space around the logo

To maintain consistency across all communications, the Tata group logo should always appear on the top right, while the TCS logo is placed on the top left of the layout.

- The Tata group logo should always be 25% bigger than TCS logo height.
- Ensure there is adequate spacing between the two logos—at minimum, equal to the full width of the Tata group logo.
- Always ensure legibility of both logos and avoid using backgrounds that reduce contrast or clarity.

This layout reflects the visual hierarchy of our brand and reinforces the relationship between TCS and the Tata group.



Incorrect logo use

It is important that the TCS logo maintains its integrity and is applied consistently. It must not be altered in colour, scale, or composition.

The examples on this page illustrate incorrect usage of the TCS logo.

If required, please contact the Global Brand team at TCS Marketing for guidance on how to apply the TCS logo.



For more information, please contact TCS Global Brand on brand.team@tcs.com