

# Logo guidelines

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

## About us

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 607,000 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024.

For more information, visit [www.tcs.com](http://www.tcs.com)

## TCS primary logo

The logo is an important part of the TCS brand identity and must be used in accordance with these guidelines.

The logo should be reproduced in the horizontal version in white or black version.



# Clear space and minimum size

All versions of the TCS logo must have a clear space zone to ensure the clarity of the logo.

The zone, an area of double 'X' based on the height of the capital 'T' in 'Tata Consultancy Services' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the TCS logo.

## Clear space



## Minimum sizes



## Incorrect logo use

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



tcs | TATA  
CONSULTANCY  
SERVICES



tcs TATA  
CONSULTANCY  
SERVICES



tcs | TATA  
CONSULTANCY  
SERVICES



tcs50  
Experience energy



TATA  
CONSULTANCY  
SERVICES  
tcs50  
Experience energy  
ASIA PACIFIC



tcs